



# FRAMEWORKS FOR PLACEMAKING — ALTERNATIVE FUTURES FOR THE AUSTIN CONVENTION CENTER



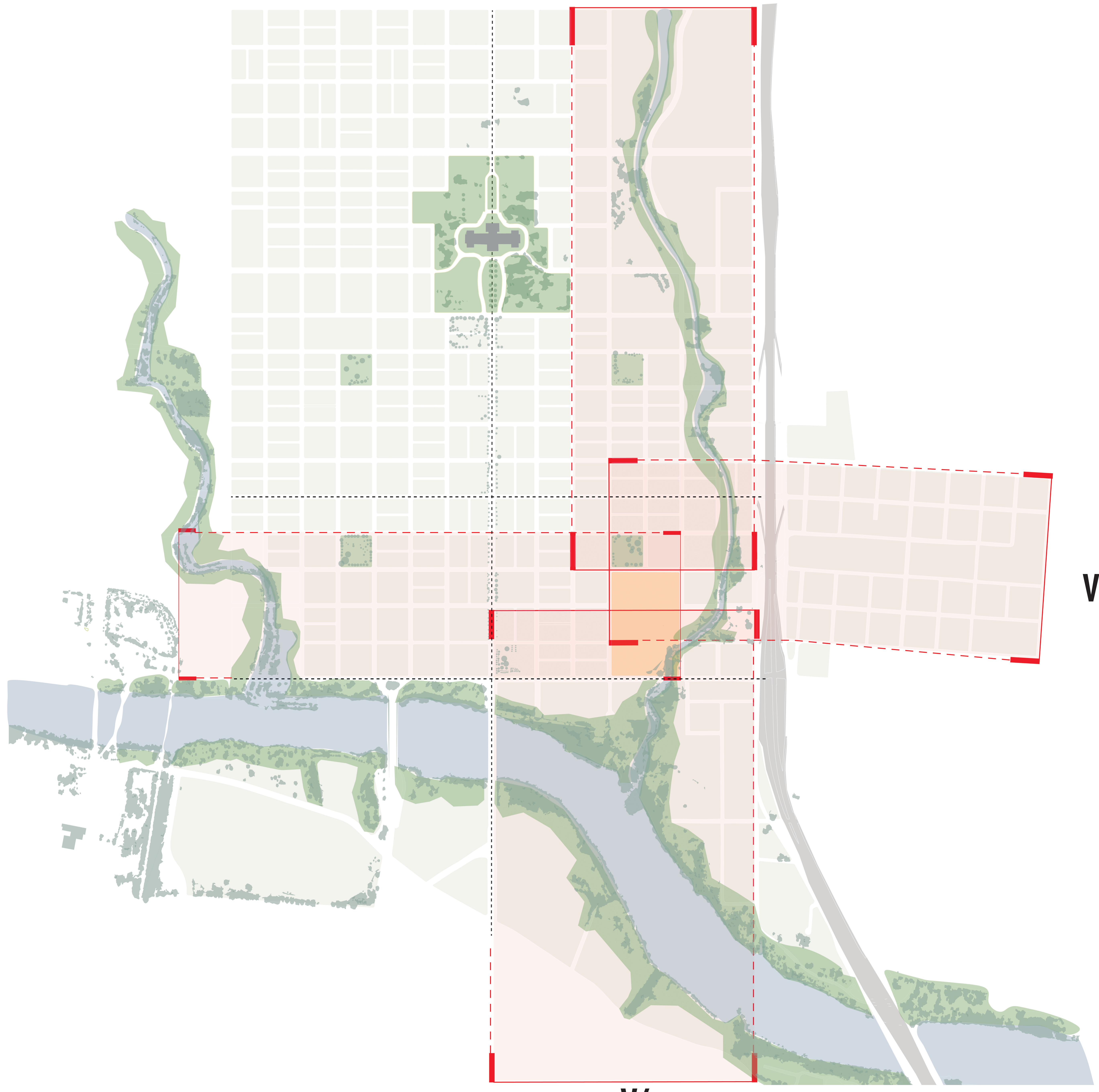
V2

EMERGING SECTORS THE FOUR VECTORS

V1

V3

V4



V1\_Creek to Creek

V2\_Up Waller Creek

V3\_Across the Corridor

V4\_South Shore to SXSW



## Placemaking Matters

- The Convention Center area connects four rapidly developing corridors in one of the fastest growing cities in the United States.
- Three scales of urban design must be considered: the immediate area around the Convention Center, the larger southeast quadrant of downtown, and connectivity with other parts of the city.
- Projects need to contribute to multiple civic goals and support residents and visitors alike.

## The Economic Ecosystem Matters

- The leisure and hospitality industry currently contributes 15% of Austin's total economy—up from 11% in 2000, and more than the state average of 13%.
- Convention centers make important contributions to this sector.
- Hotel taxes make convention centers possible and support other community goals.







# Research and Consultation

## Research :

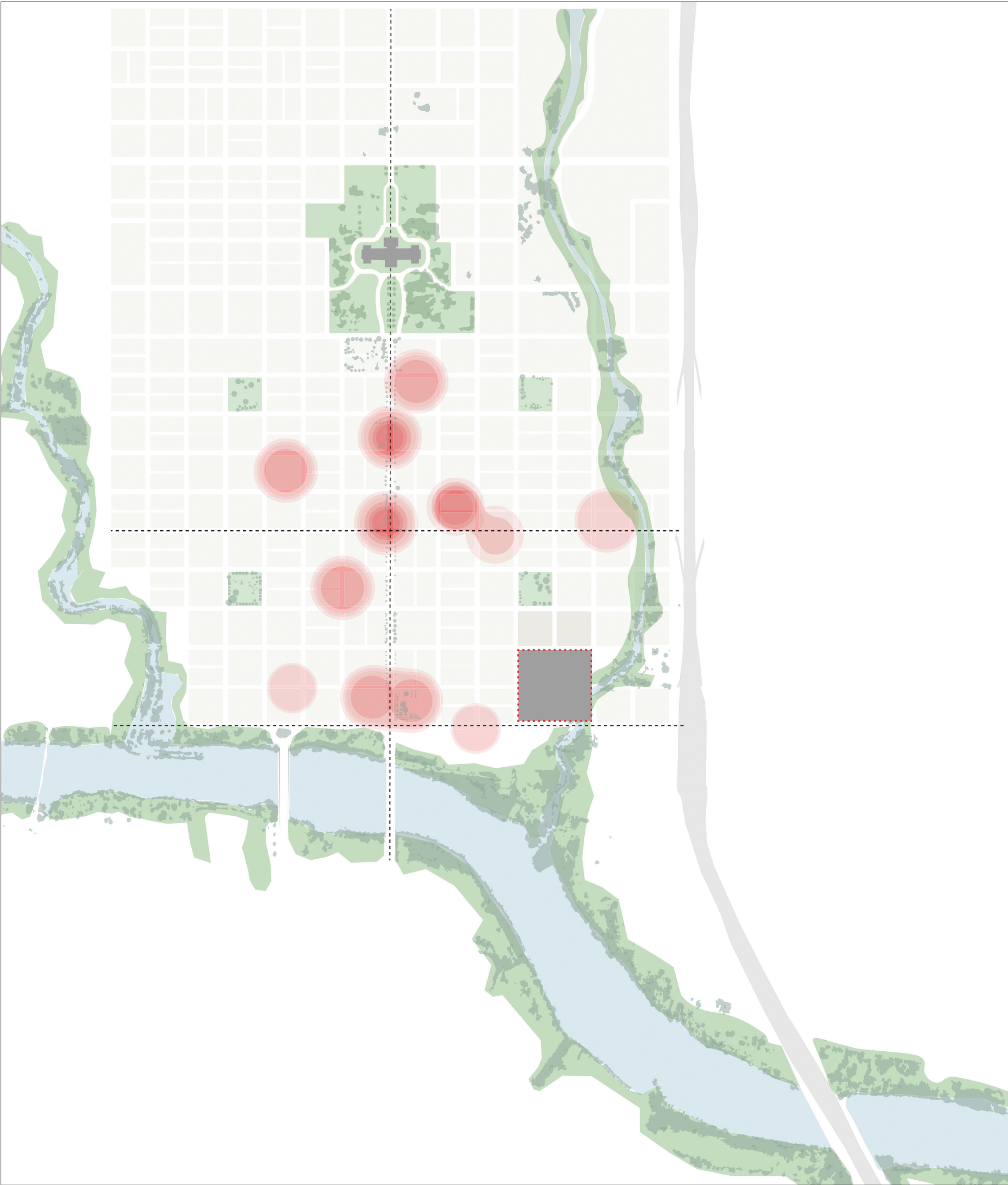
- Geographic data
- Other area plans
- Convention industry precedents
- History of Austin Convention Center development
- Economic models (including IMPLAN)
- Tourism and visitor data
- Texas Tax Code and Legislation

## Consultations :

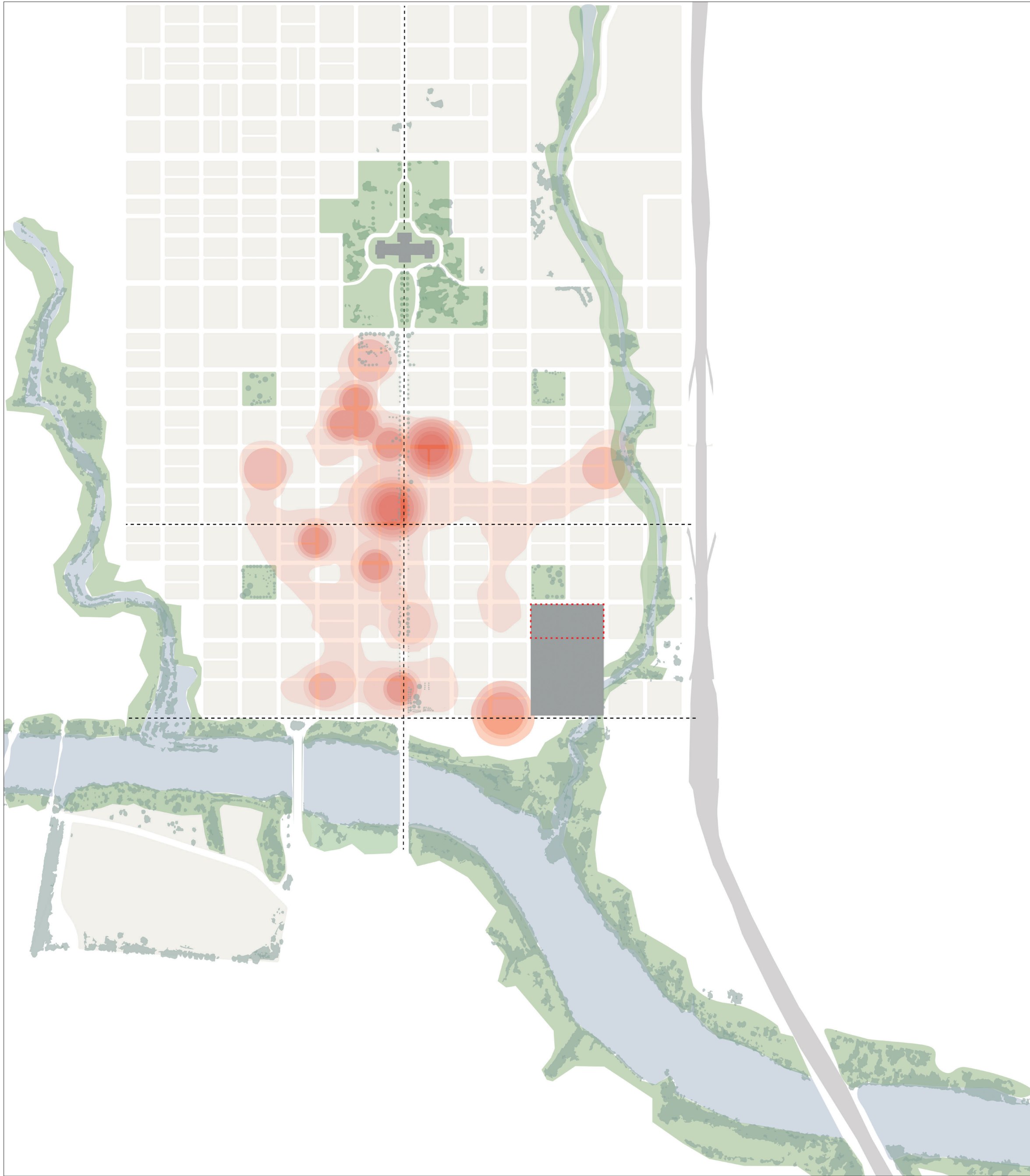
- Austin City Council
- City of Austin Staff
- Citizen's groups
- Stakeholders
- Non-profit organizations
- Design professionals
- Regional agencies
- Hotel and hospitality industry



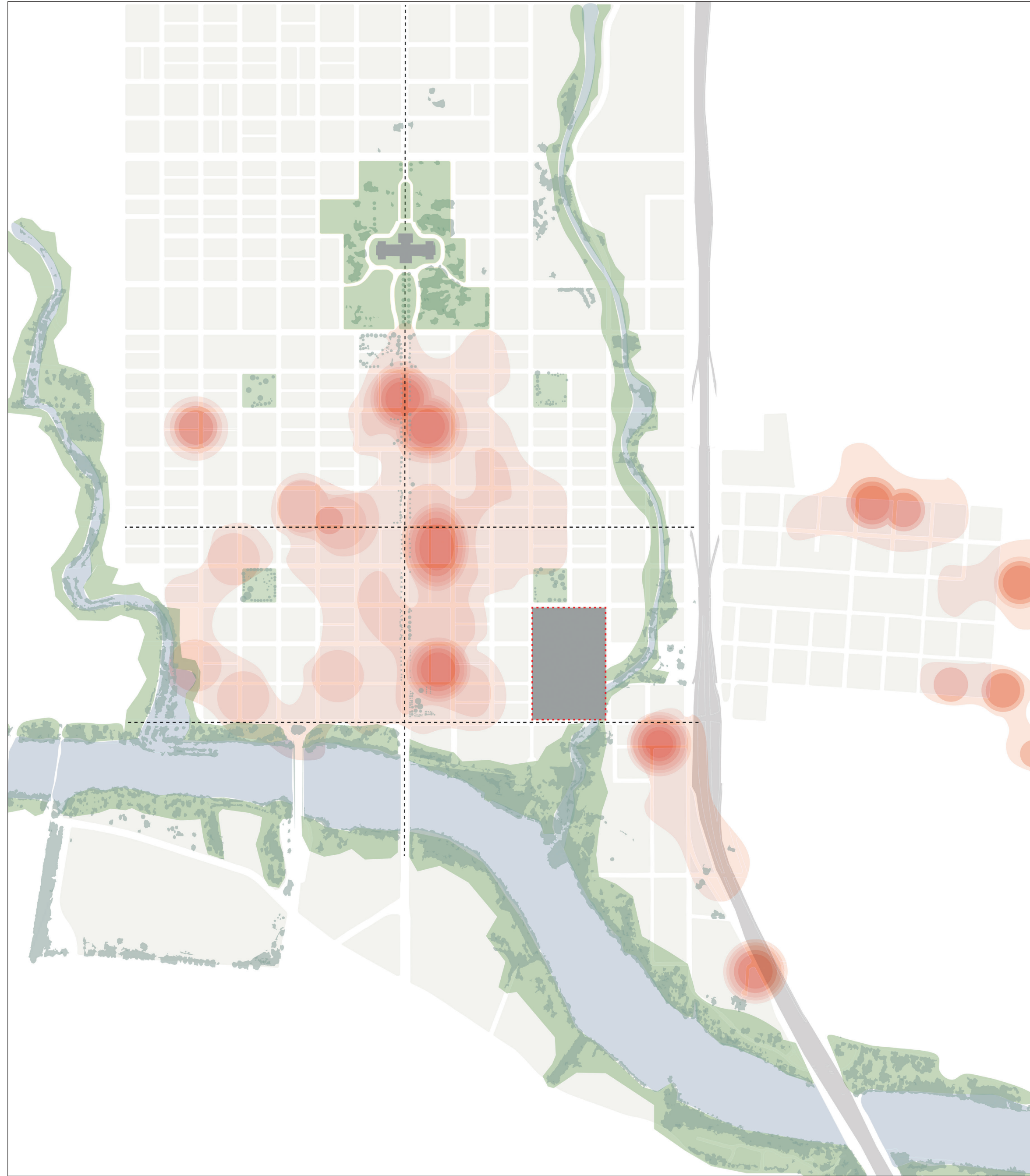
EMERGING SECTORS THE SHIFTING CENTER



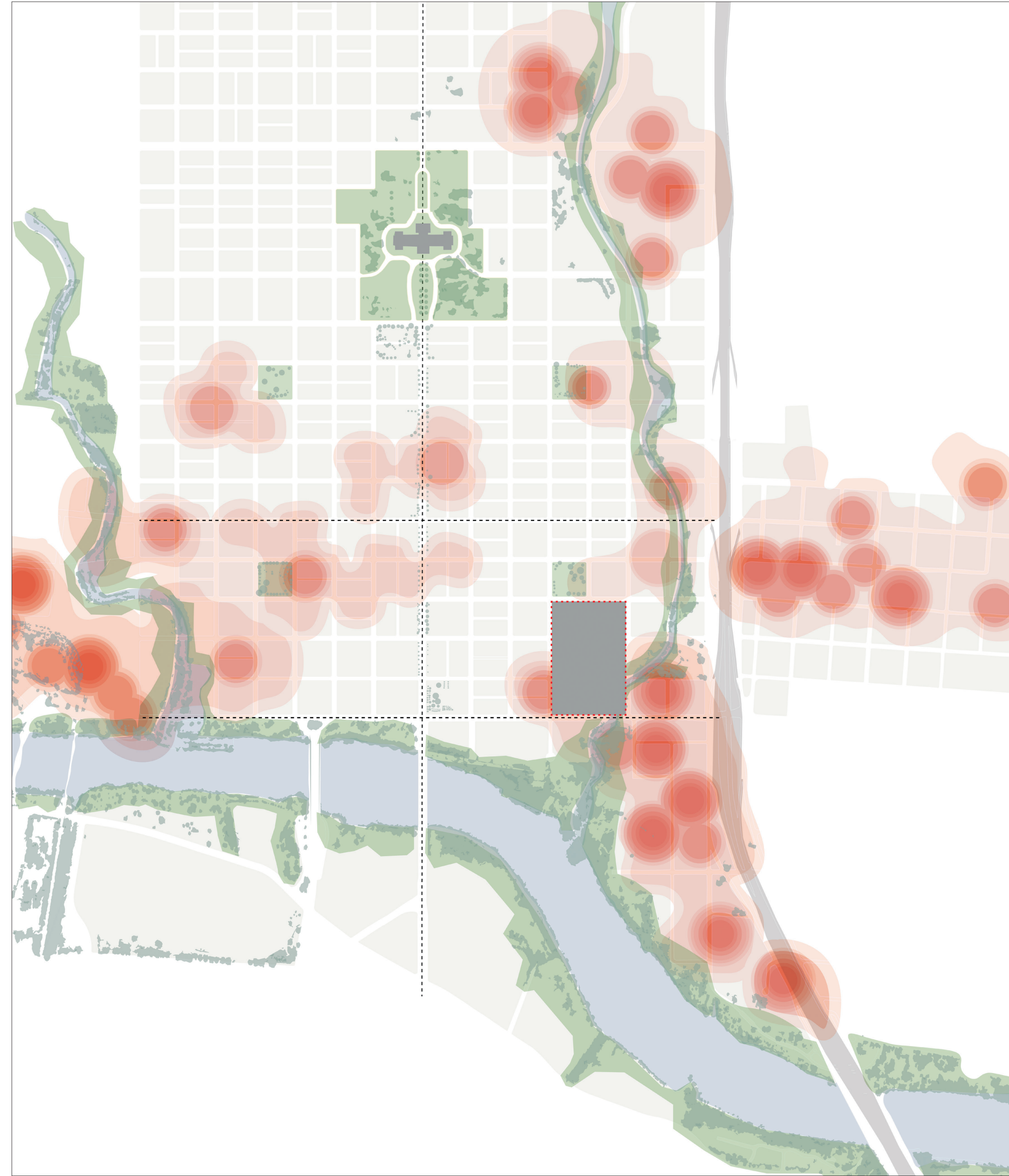
1992



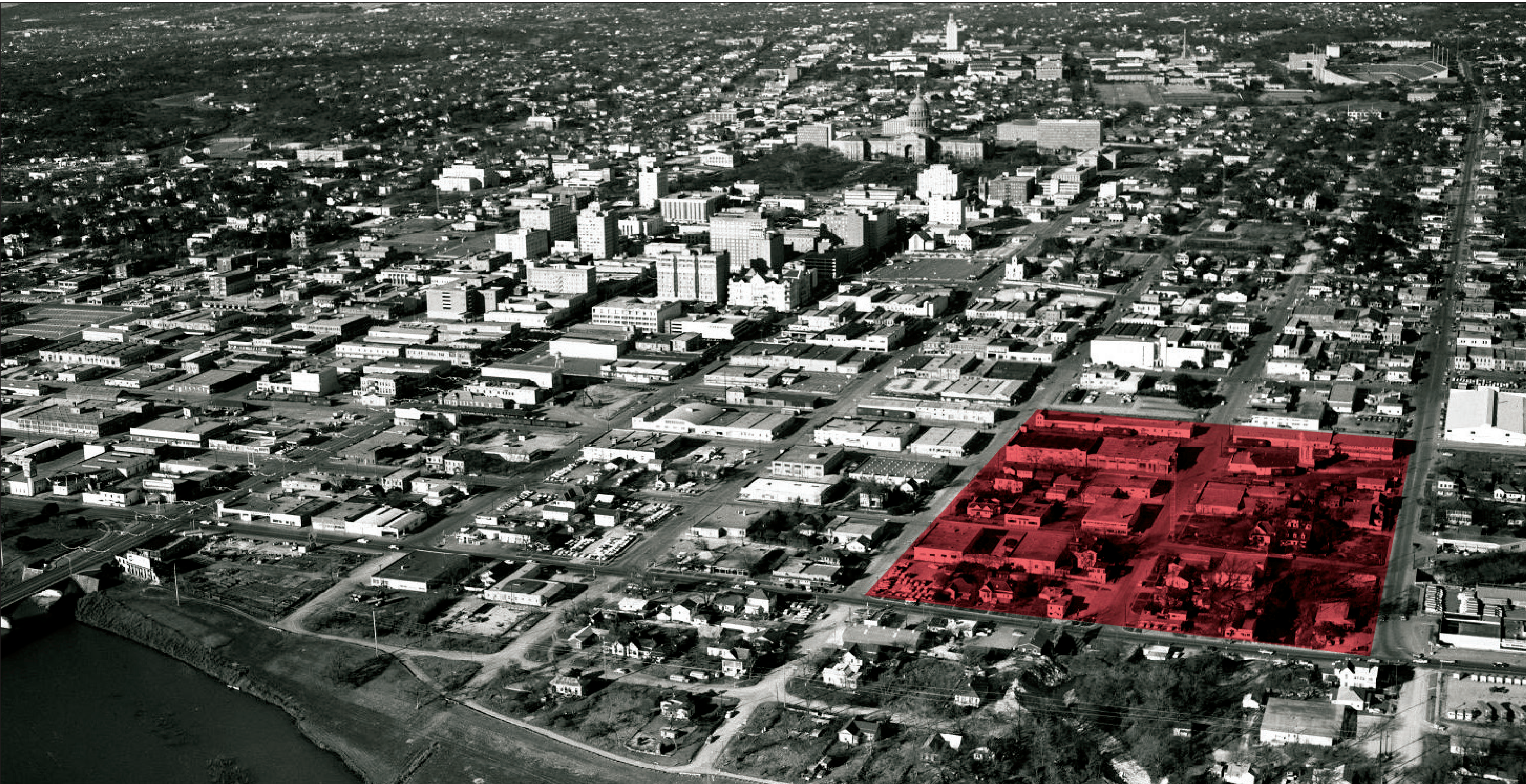
2002



2010



present



1963



2018



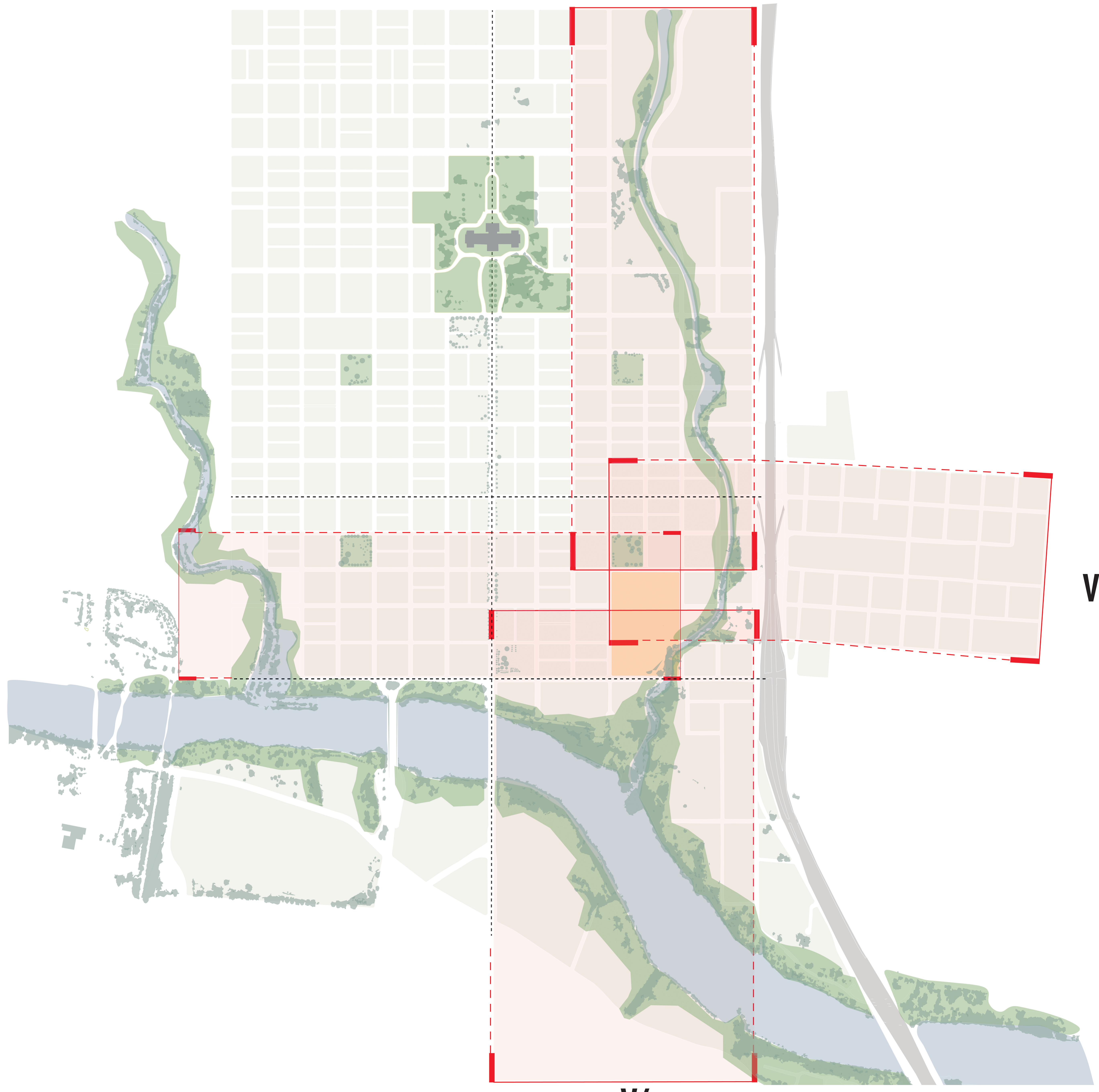
V2

EMERGING SECTORS THE FOUR VECTORS

V1

V3

V4



V1\_Creek to Creek

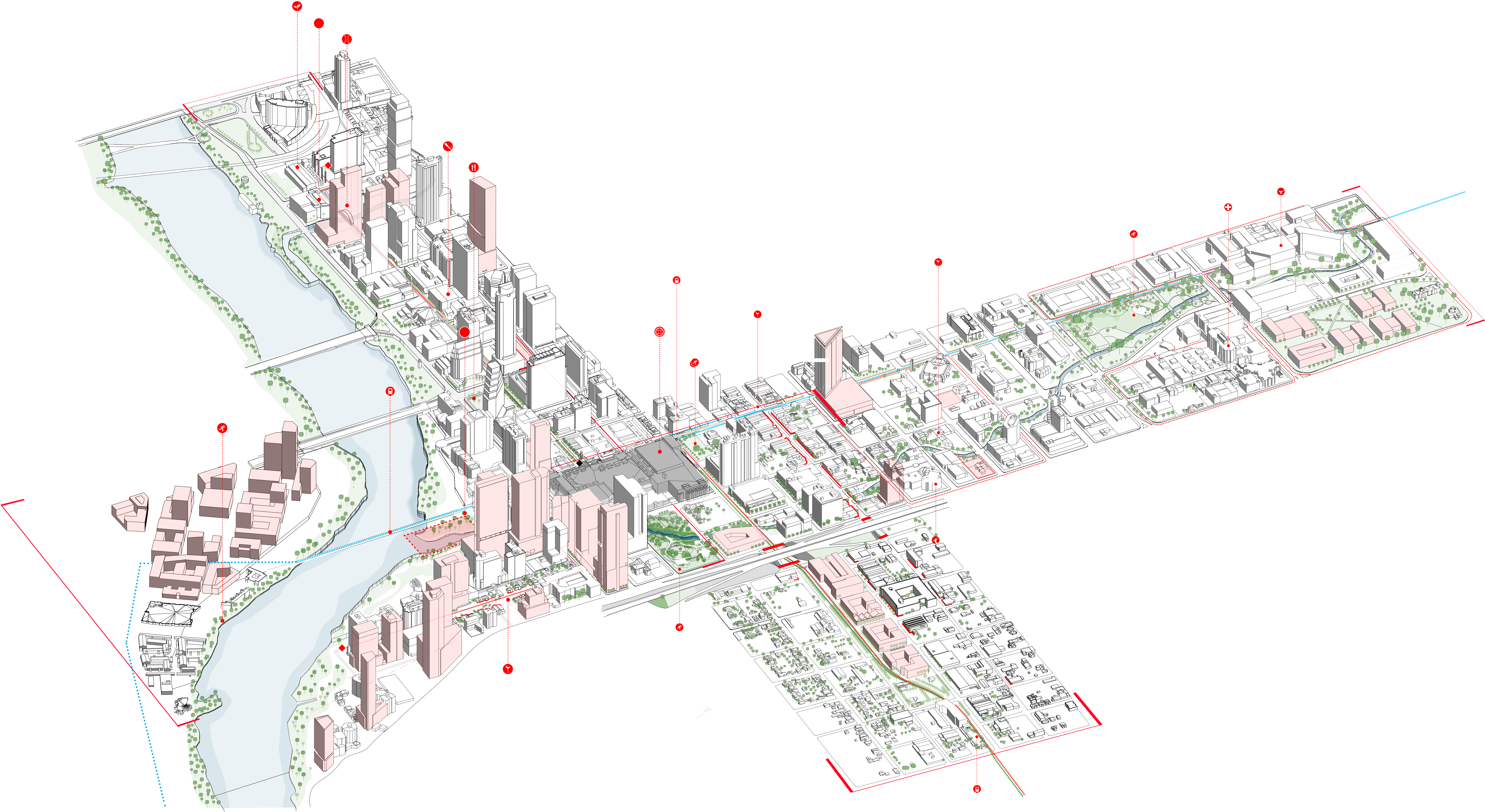
V2\_Up Waller Creek

V3\_Across the Corridor

V4\_South Shore to SXSW

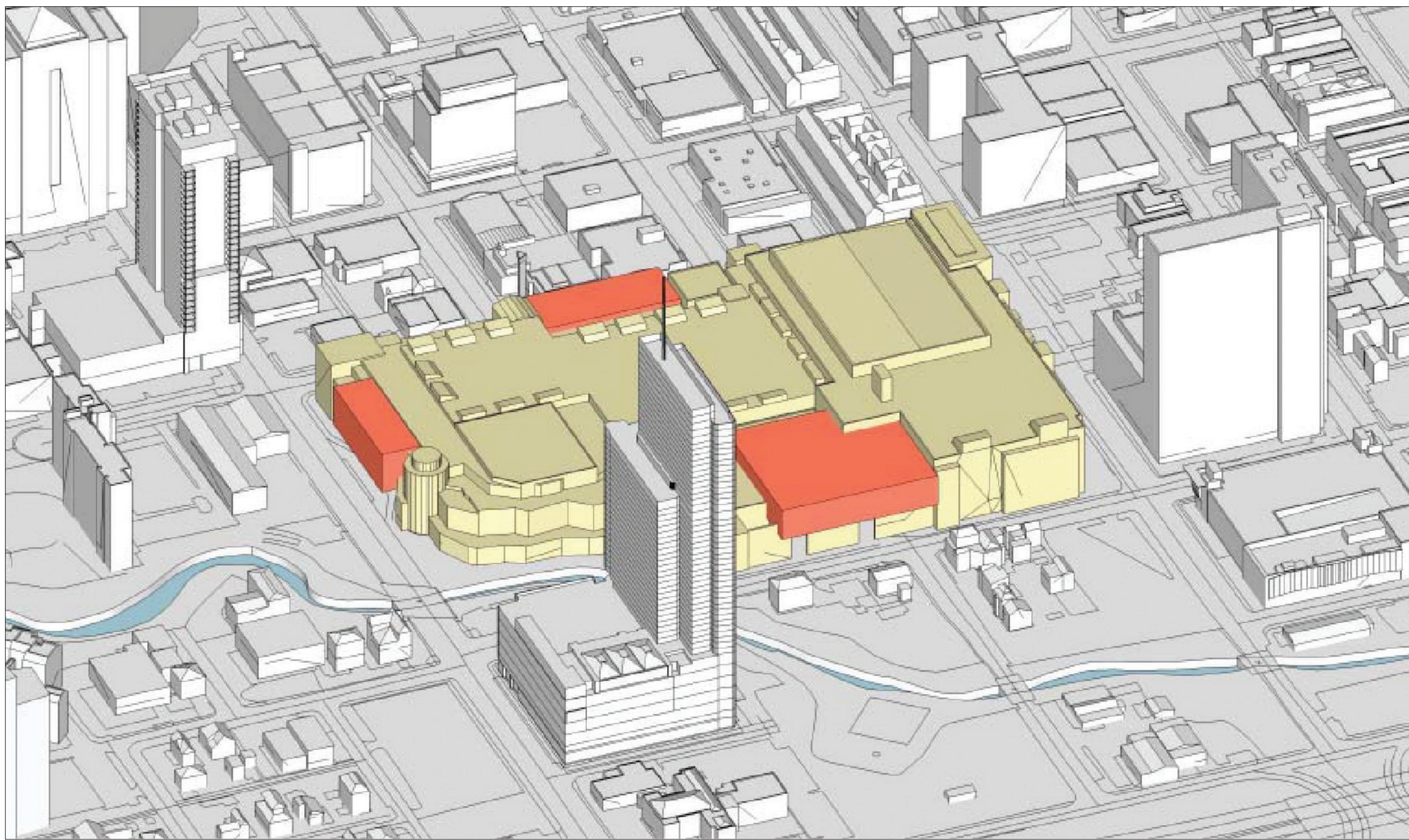


EMERGING SECTORS\_THE FOUR VECTORS

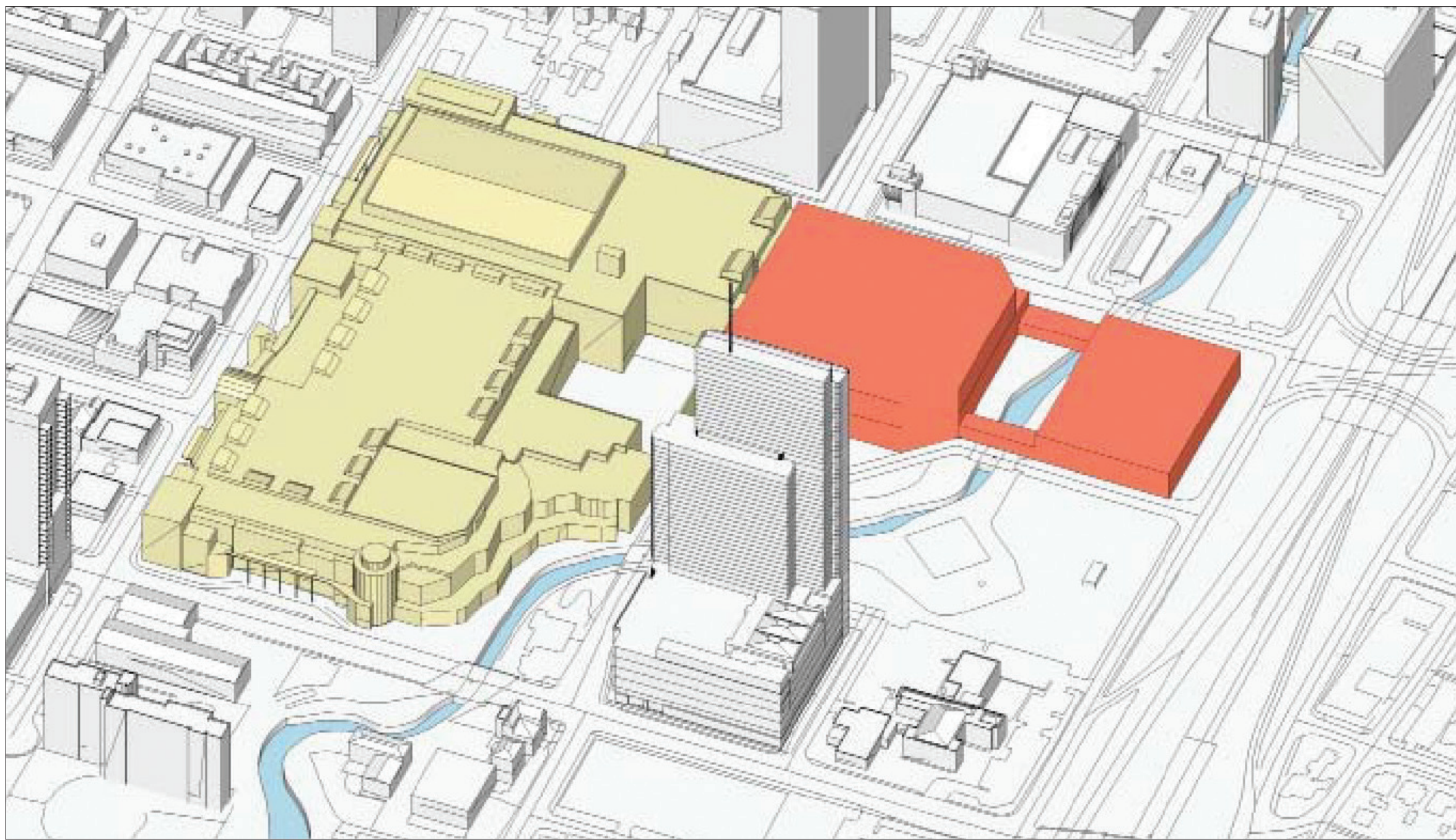




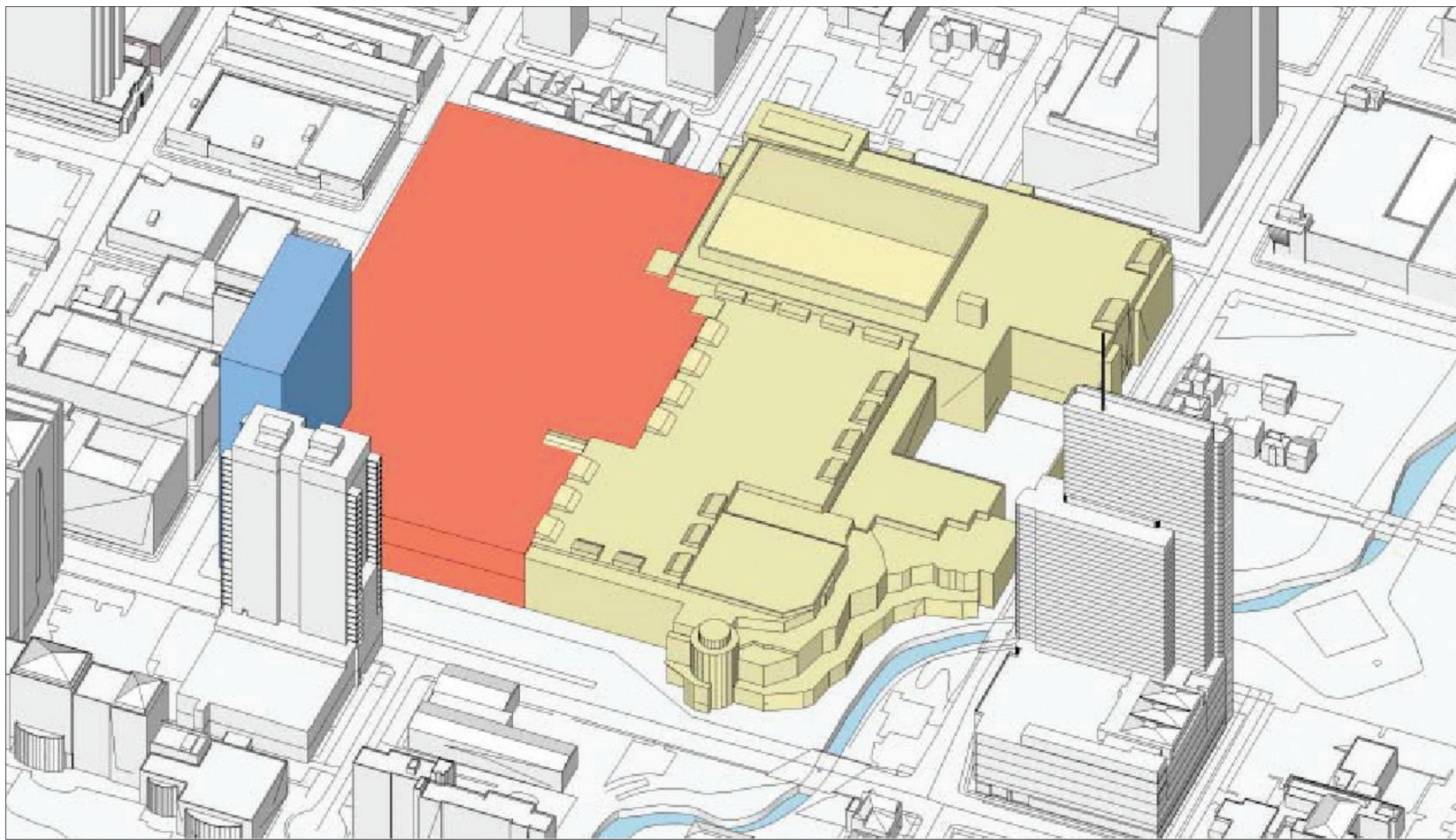
PRIOR PROPOSALS\_OPTIONS FROM THE AUSTIN CONVENTION CENTER LONG-RANGE PLANNING REPORT



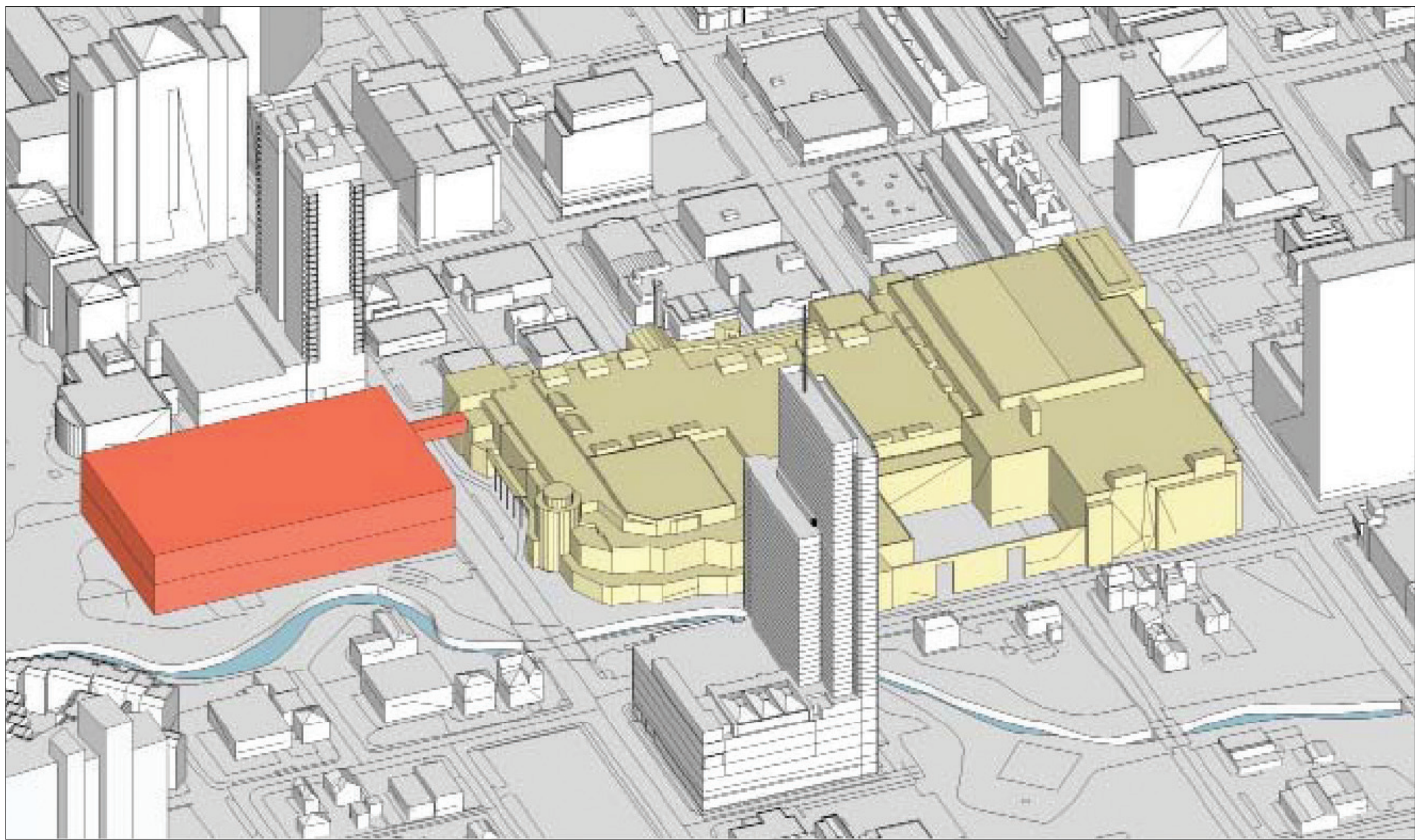
OPTION 01: INFILL



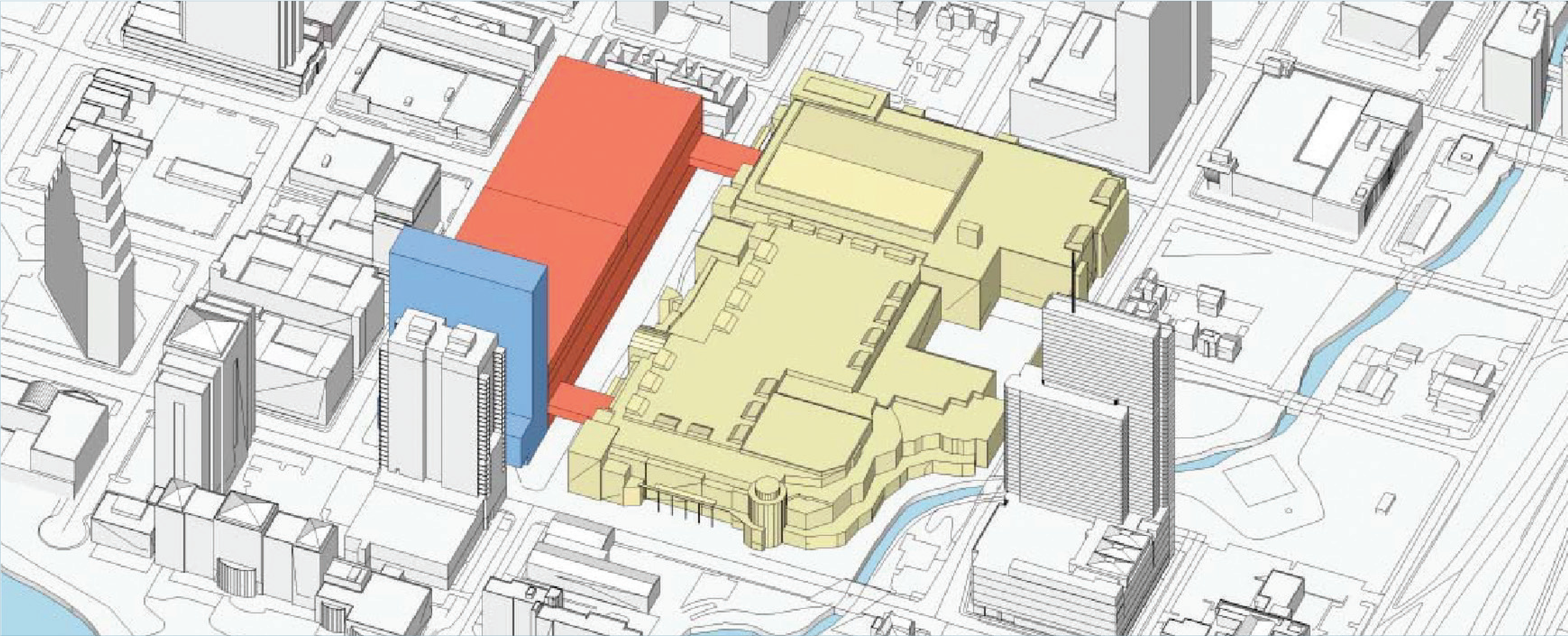
OPTION 02: EASTERN EXPANSION



OPTION 03-A: WESTERN EXPANSION



OPTION 04: SOUTHERN EXPANSION



OPTION 03-B: WESTERN EXPANSION



BEST PRACTICES\_TYPOLOGIES FOR URBAN CONVENTION CENTERS



HUNTINGTON CONVENTION CENTER\_CLEVELAND, OHIO

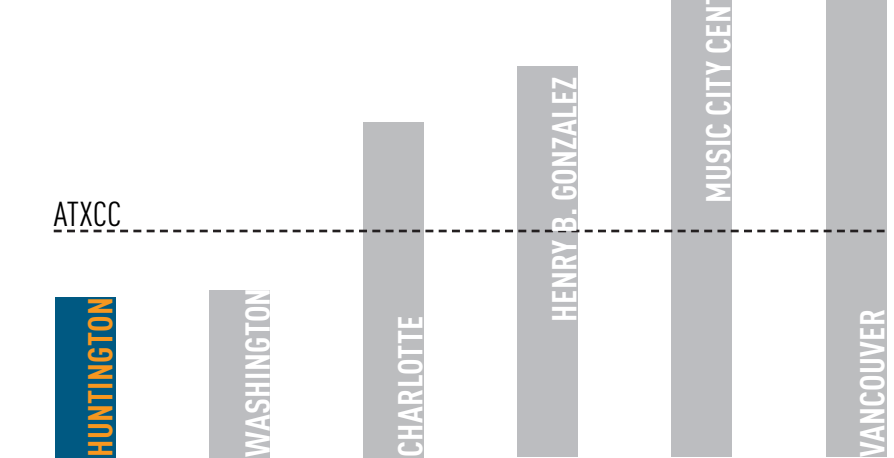
WHAT TO LEARN FROM CLEVELAND

- Project focuses on expanding the public lawn that defines the downtown civic center
- Campus strategy connected to multiple facilities
- Project massing is developed to fit within the city's historic master plan
- Partially below grade exhibition halls with 20'-40' ceiling heights
- Connects to 54,000 sq. ft. auditorium
- Prefunction space occupies a separate volume above grade connected below grade

SIZE OF EACH SPACE

EXHIBIT SPACE	225,000
MEETING SPACE	53,600
BALLROOM	43,200

RELATIVE FACILITY SIZE



OVERALL CC BUILDING AREA 410,000



WASHINGTON STATE CONVENTION CENTRE ADDITION\_SEATTLE, WASHINGTON

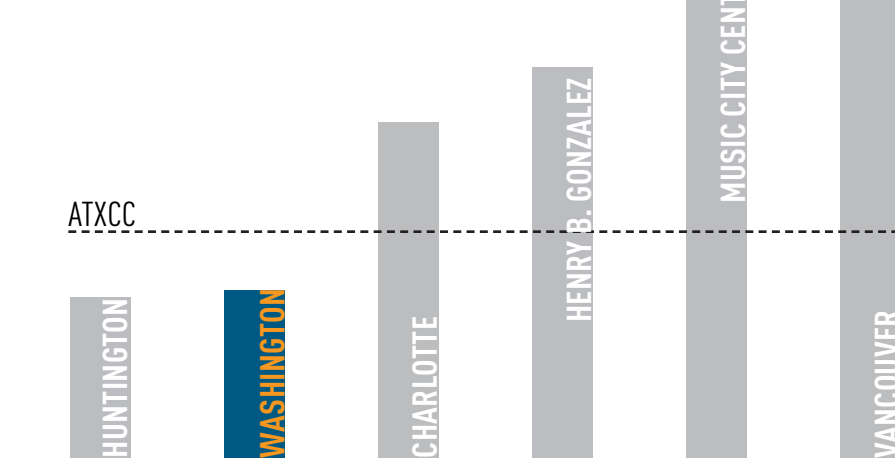
WHAT TO LEARN FROM SEATTLE

- Vertical loading of event spaces
- Non-contiguous flexible exhibition halls
- Compact urban site
- Planned expansion including residential and commercial development (IP3)
- 15 levels connected with outdoor terraces
- Interior circulation is at the edge of the building to activate the facade
- Adjoining 542,000 sq. ft. office tower and 440 units of housing
- Stacked column free spaces

SIZE OF EACH SPACE

EXHIBIT SPACE	205,000
MEETING SPACE	57,000
BALLROOM	39,732

RELATIVE FACILITY SIZE



OVERALL CC BUILDING AREA 414,722



CHARLOTTE CONVENTION CENTER\_CHARLOTTE, NORTH CAROLINA

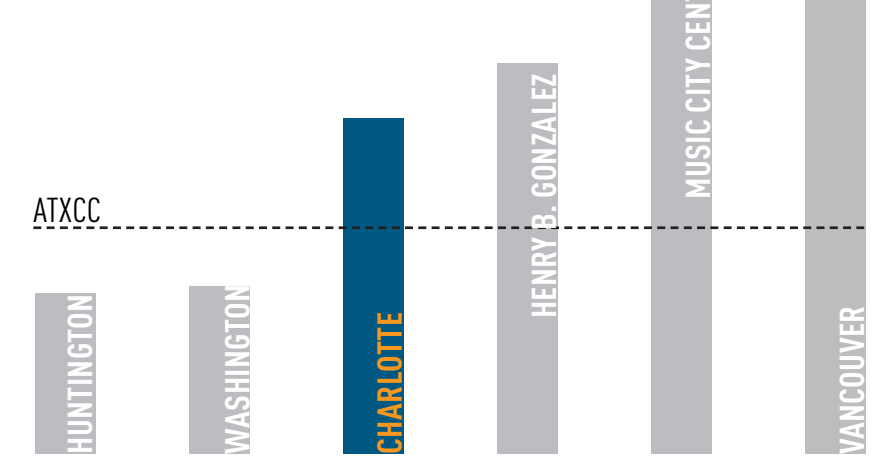
WHAT TO LEARN FROM CHARLOTTE

- The interior is open to public and activated by a central food court
- Surrounded by a growing cultural district within walking distance of 200 restaurants and bars, new museums, office buildings and transportation hubs.
- Service is underground and shared with the NASCAR Hall of Fame
- Adjacent LYNX light rail stop
- Windows into exhibit halls
- Multiple events are scheduled simultaneously
- Exhibit hall spans are supported with space interrupting columns
- Tourist office inside

SIZE OF EACH SPACE

EXHIBIT SPACE	280,000
MEETING SPACE	112,000
BALLROOM	75,000

RELATIVE FACILITY SIZE



OVERALL CC BUILDING AREA 1,300,000



HENRY B. GONZALEZ CONVENTION CENTER\_SAN ANTONIO, TEXAS

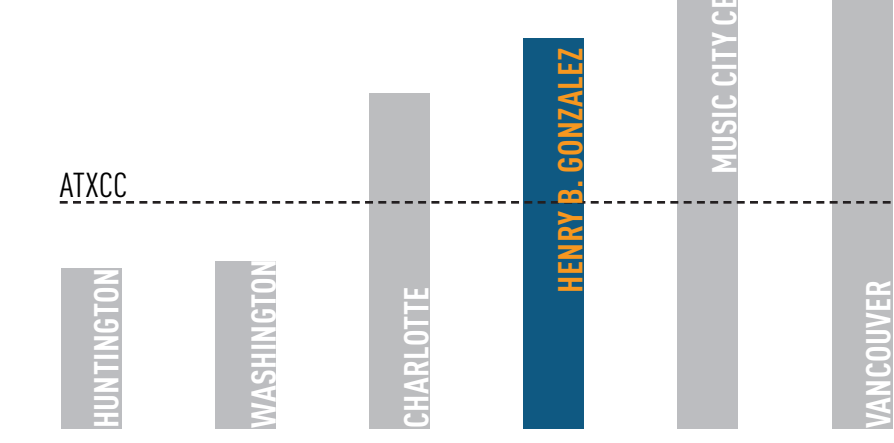
WHAT TO LEARN FROM SAN ANTONIO

- Meeting rooms and flexible space adjacent to river
- 500,000 sf of connected exhibit space
- Large central service kitchen for growing catering needs
- Adjacent theater
- Incorporated large ballrooms
- Same construction market conditions
- Extensive integration of technology
- Connection to San Antonio's famous River Walk

SIZE OF EACH SPACE

EXHIBIT SPACE	497,000
MEETING SPACE	120,300
BALLROOM	94,300

RELATIVE FACILITY SIZE



OVERALL CC BUILDING AREA 1,600,000



MUSIC CITY CENTER\_NASHVILLE, TENNESSEE

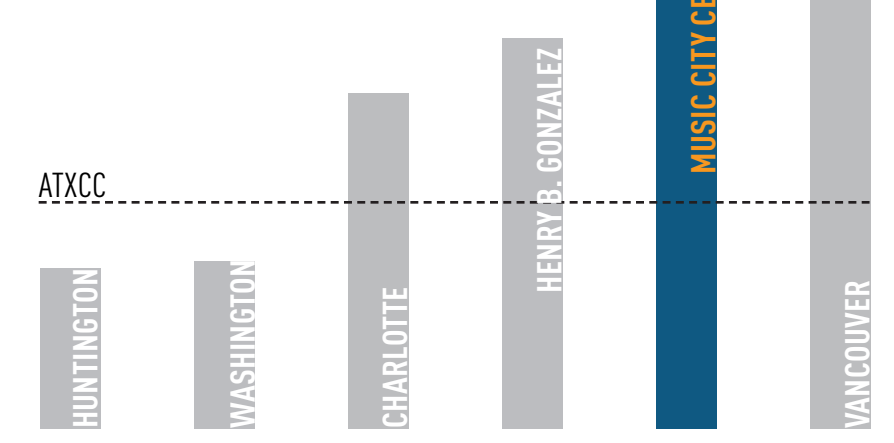
WHAT TO LEARN FROM NASHVILLE

- Re-branded as the Music City Center
- Built with a phased expansion
- The expansion is programmed to increase food and beverage services and will be entirely financed by self generated revenue
- The new expansion adds pre-function, food court, and flexible space for temporary convention retailers
- LEED Gold building with a green roof
- Actively engaged with community
- Designed to respond to the surrounding street grid

SIZE OF EACH SPACE

EXHIBIT SPACE	353,000
MEETING SPACE	82,000
BALLROOM	75,400

RELATIVE FACILITY SIZE



OVERALL CC BUILDING AREA 2,100,000



VANCOUVER CONVENTION CENTRE\_VANCOUVER, BRITISH COLUMBIA

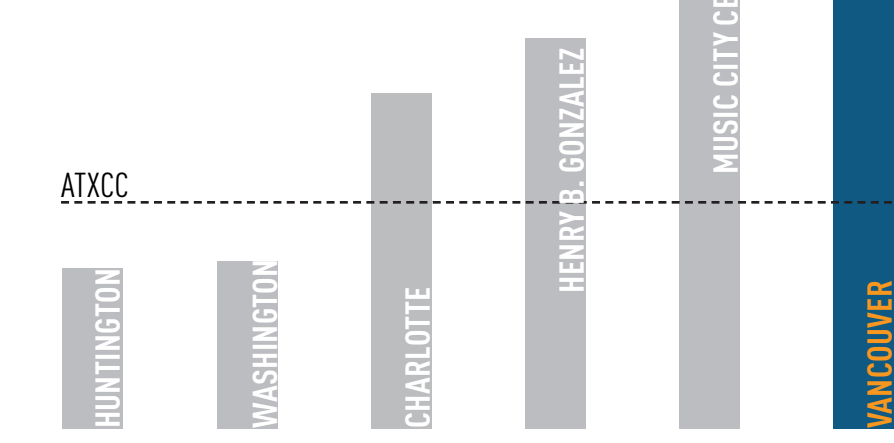
WHAT TO LEARN FROM VANCOUVER

- Multi-level circulation and service and facilities
- Integration of sustainability strategies
- Amplified flexible spaces and catering for events and down-time
- Event space for community engagement
- Integrated retail space facing waterfront
- Adjacent waterfront running and biking trail
- East and west buildings each have a complementary interface with the adjacent urban condition

SIZE OF EACH SPACE

EXHIBIT SPACE	316,000
MEETING SPACE	84,000
BALLROOM	69,300

RELATIVE FACILITY SIZE

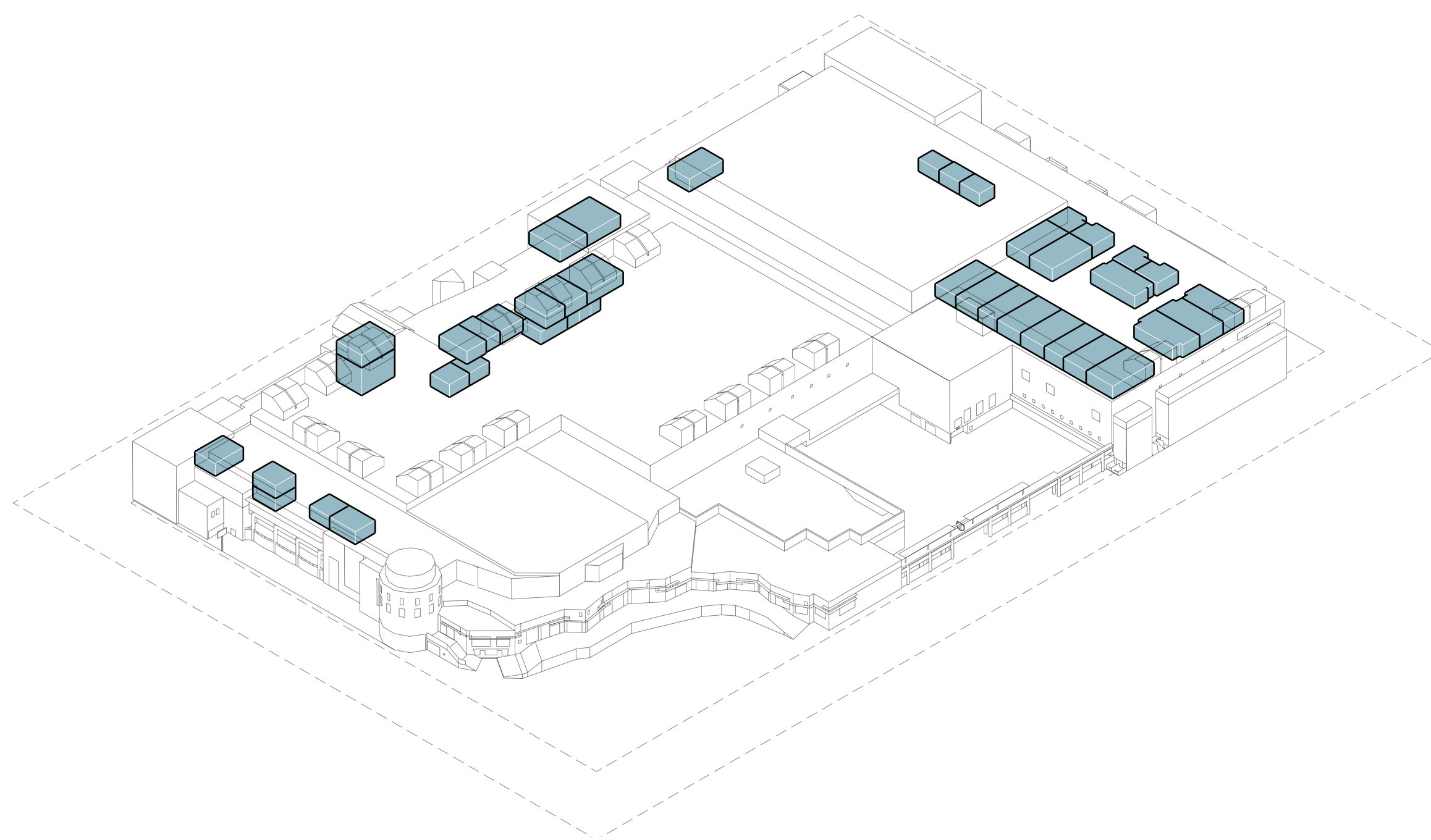
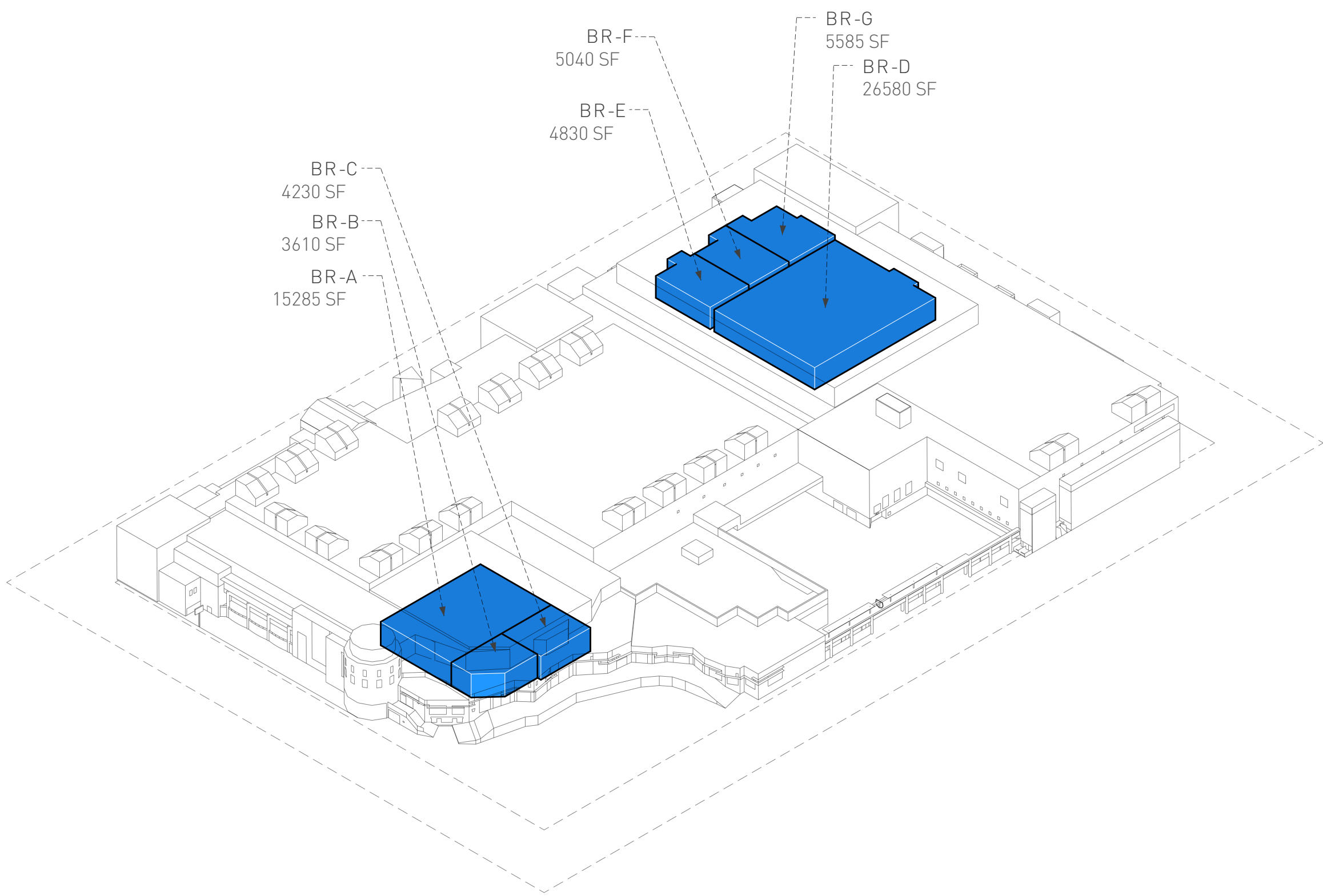
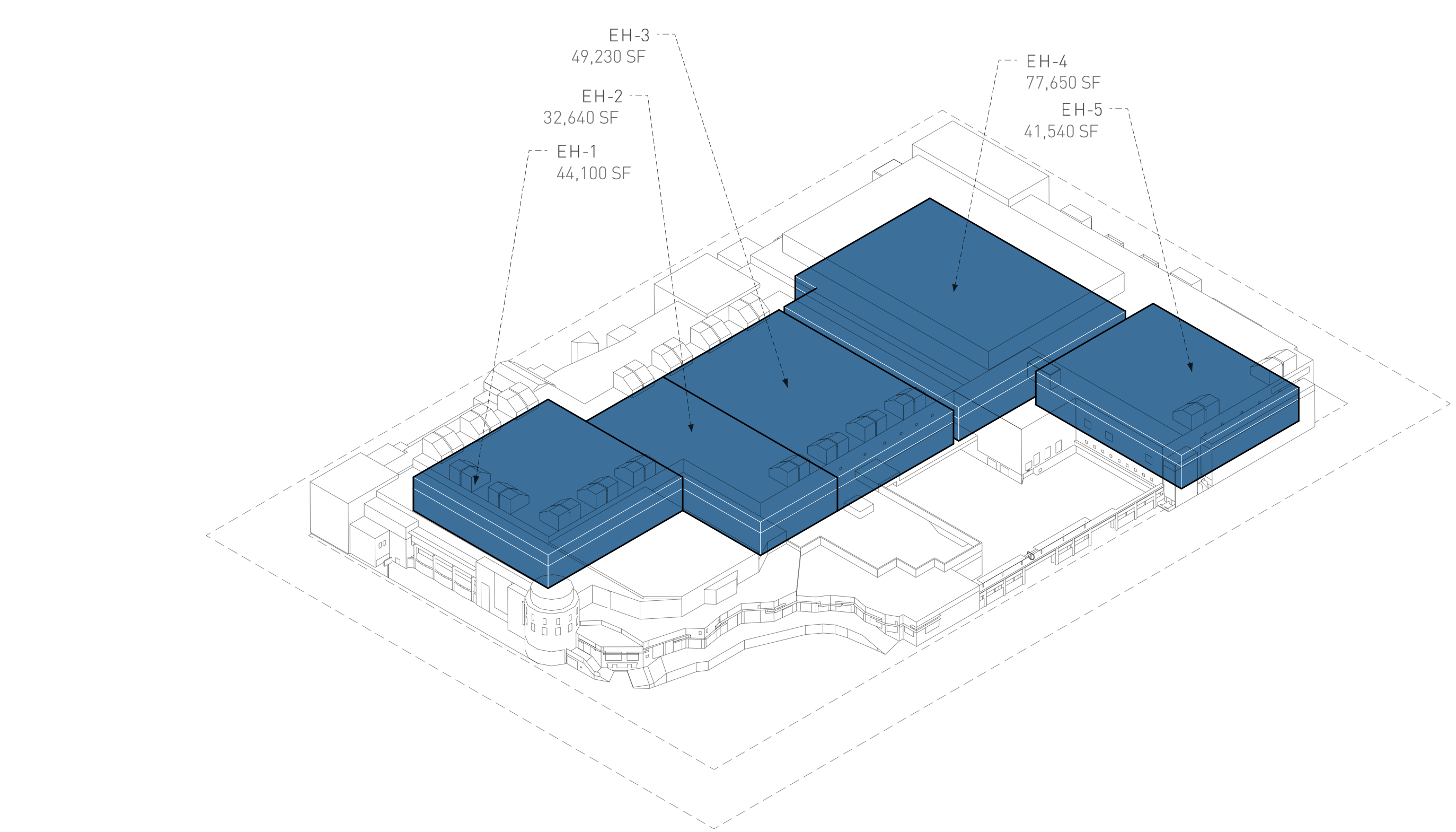
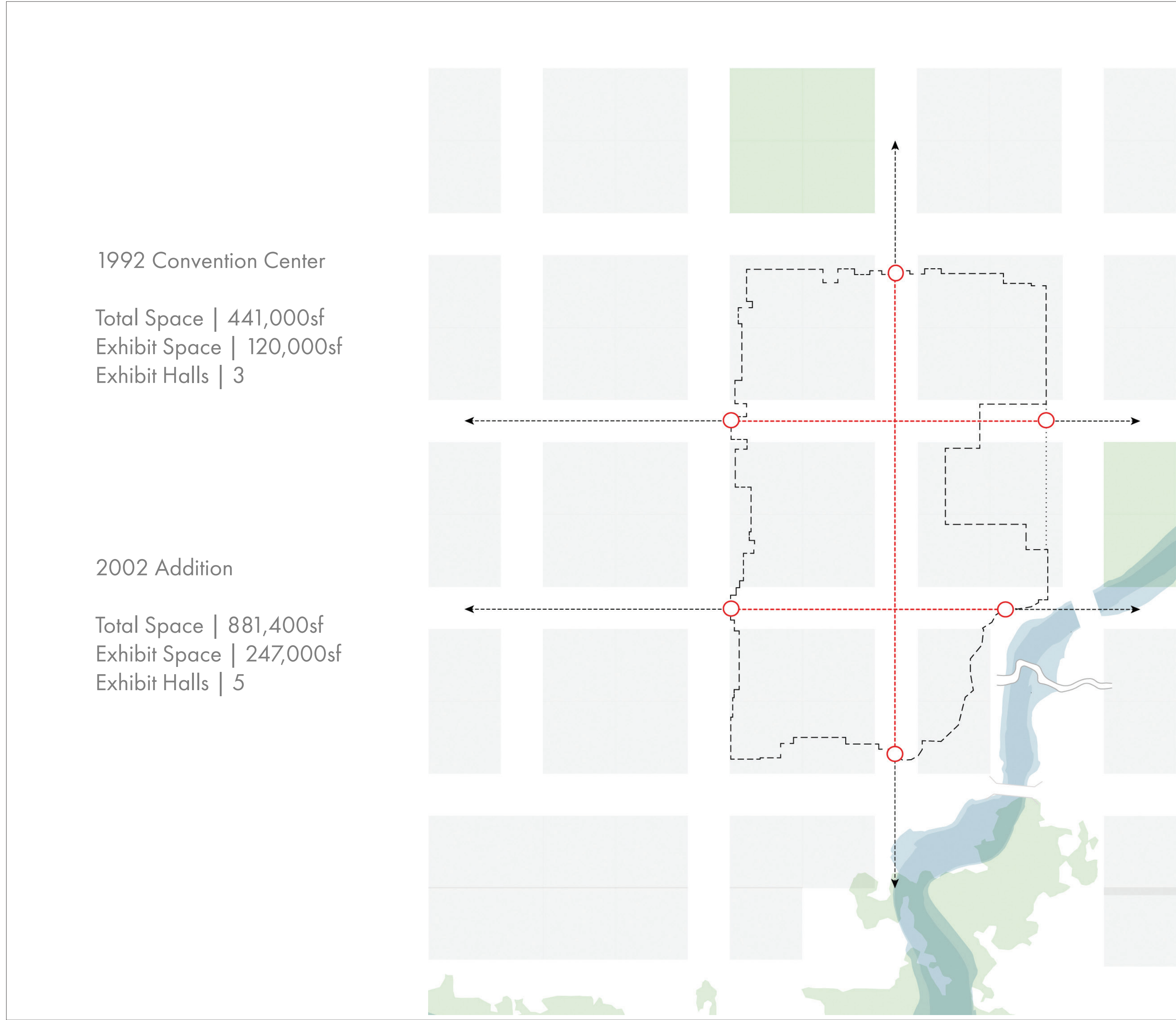
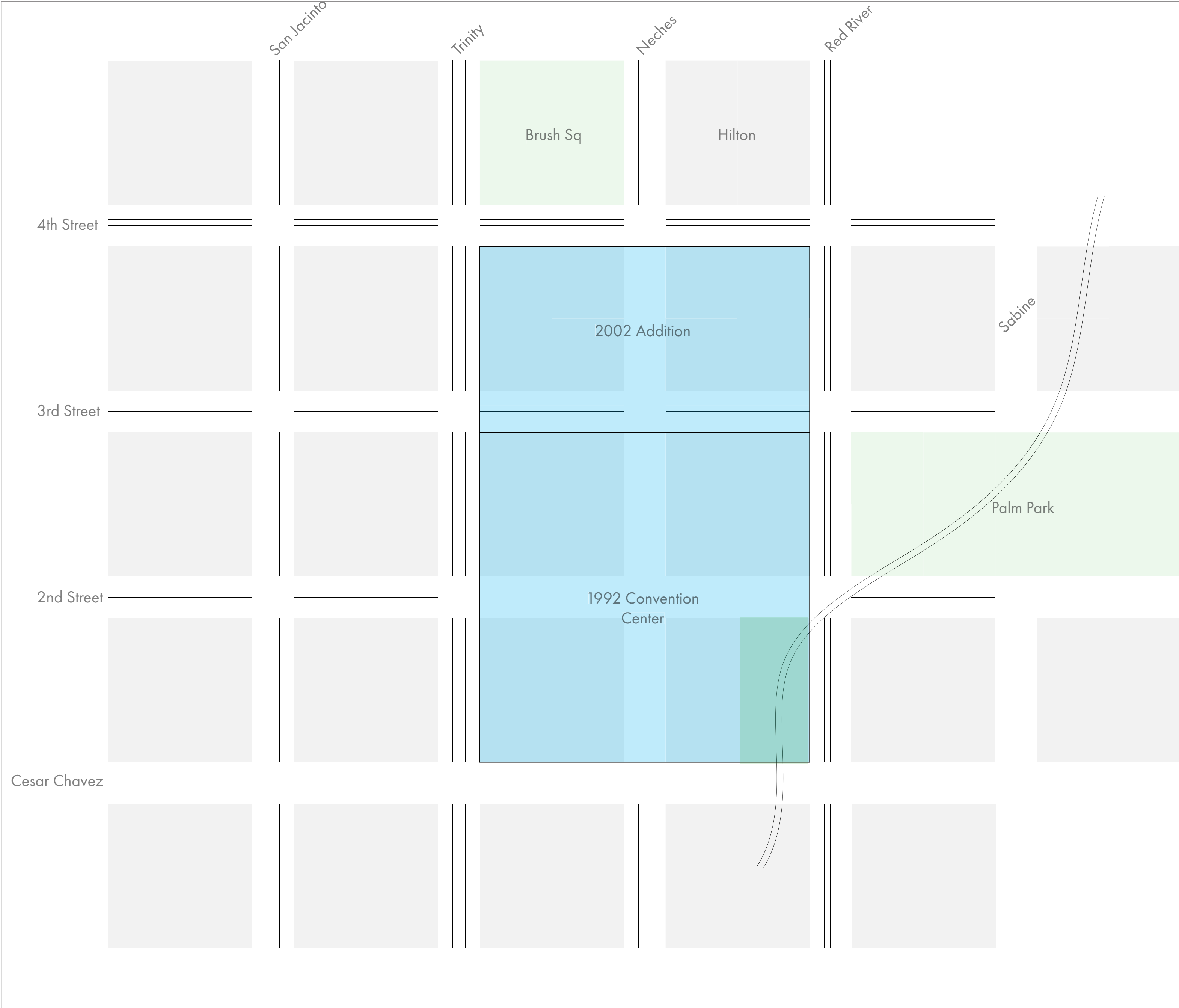
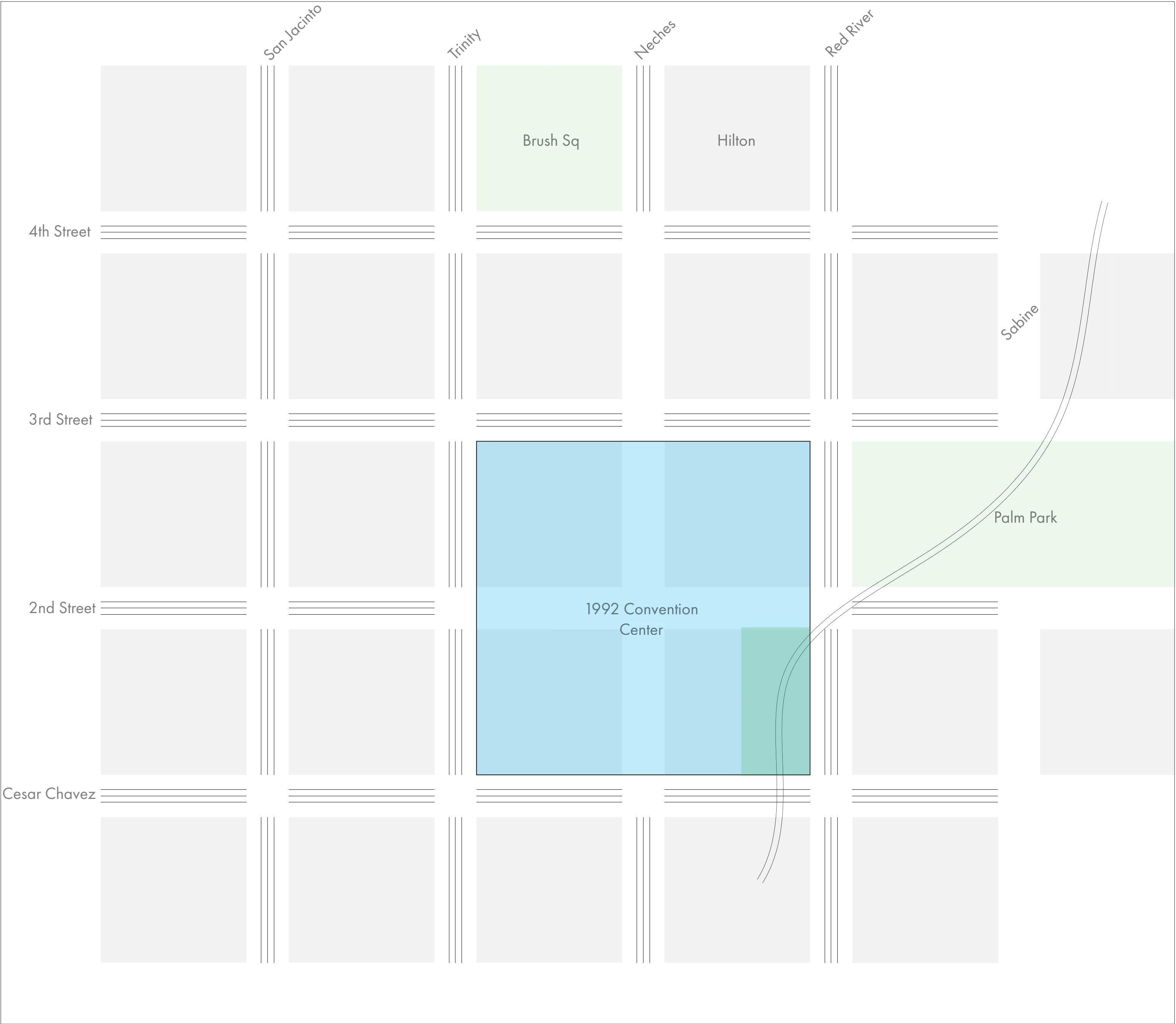


OVERALL CC BUILDING AREA 2,120,000





EXISTING FACILITY





# BEST PRACTICES\_MODULAR PROGRAMMING COMPONENTS

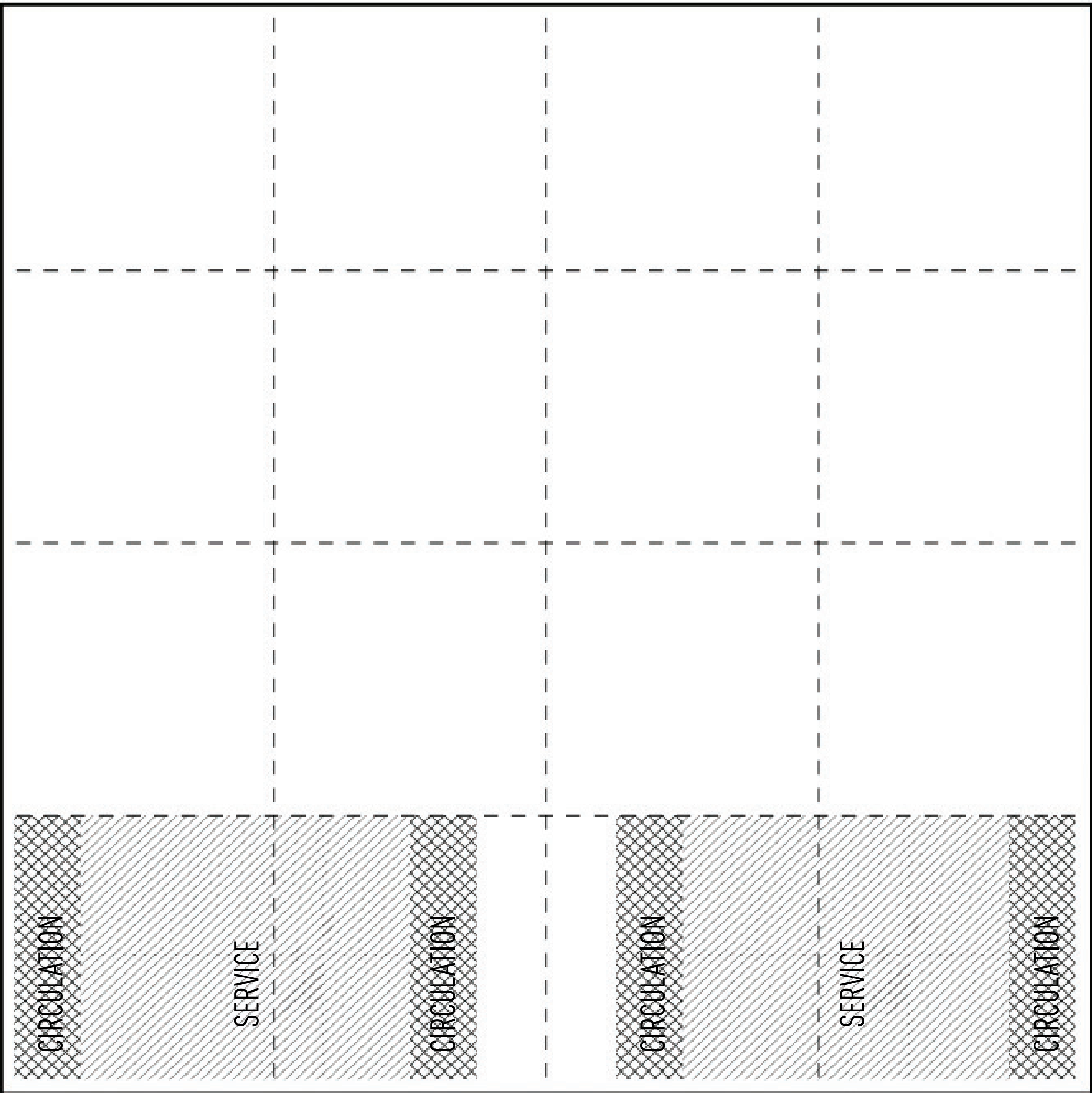


EXHIBIT MODULE

- Ratios have been established to provide maximum flexibility in determining how the overall space of the facility can be subdivided and used, either by a range of smaller clientele or by larger organizations.
- Each module provides the necessary programmatic mixture required to service an event, or series of simultaneous events, based upon current industry trends.
- In most cases the ratio of exhibition space to conference and banquet space is four to one (4:1).
- Most precedents show a standard list of room types:

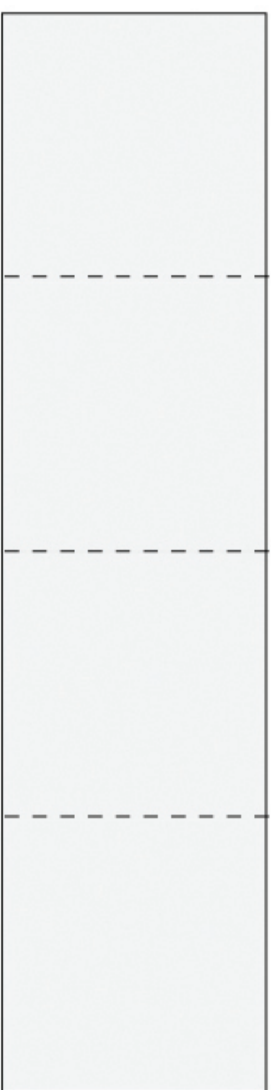
Ballroom 4000-4500 sq. ft.

Large lecture halls 4000-4500 sq. ft.

Large classrooms 2100-2500 sq. ft.

Standard classroom 900-2300 sq. ft.

Breakout rooms 200 sq. ft.



SERVICE

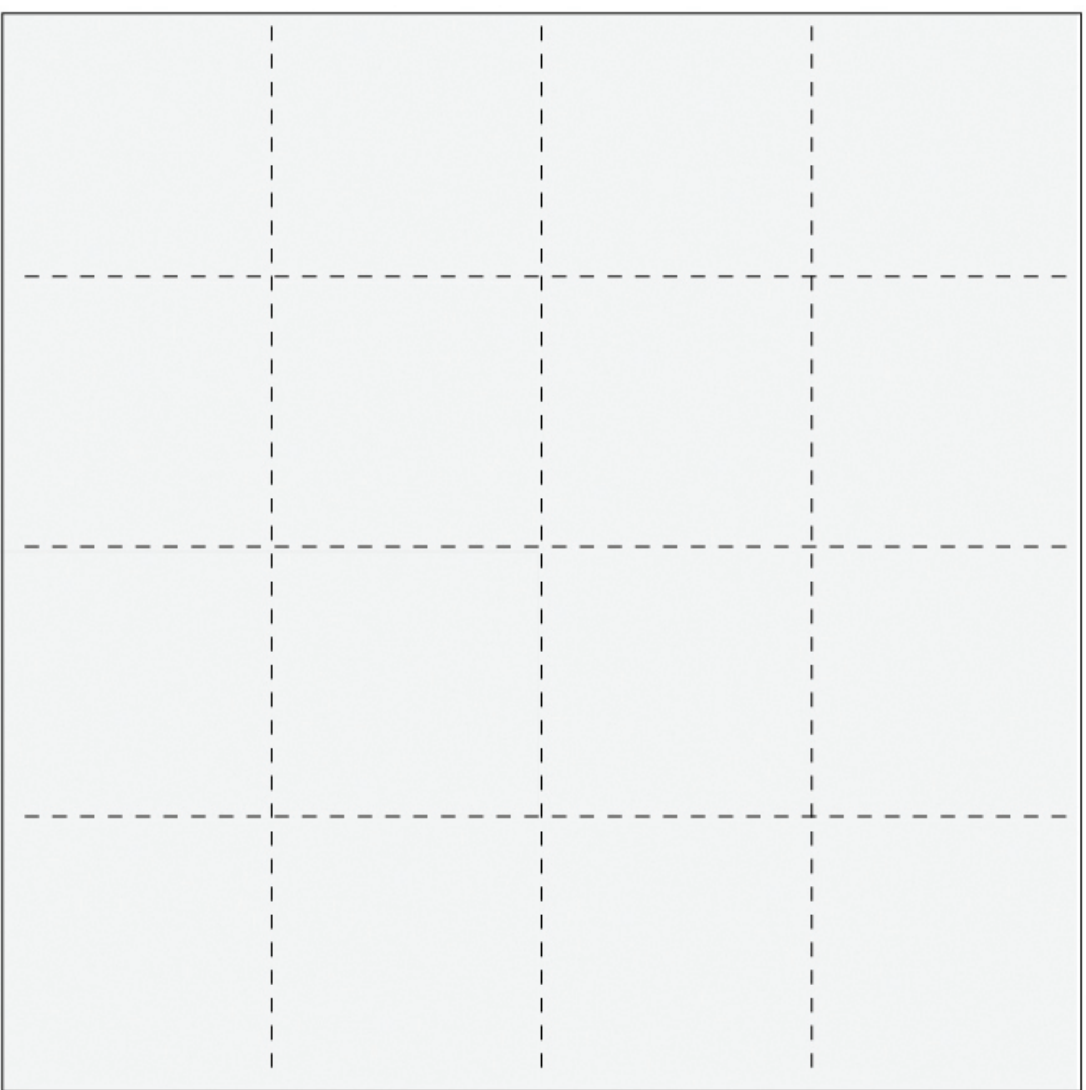
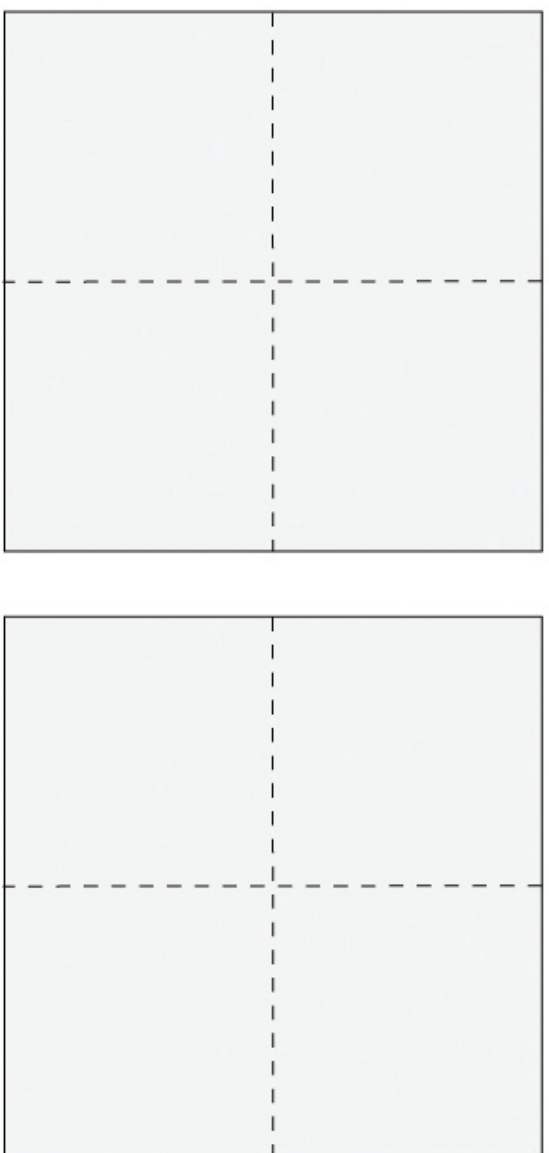
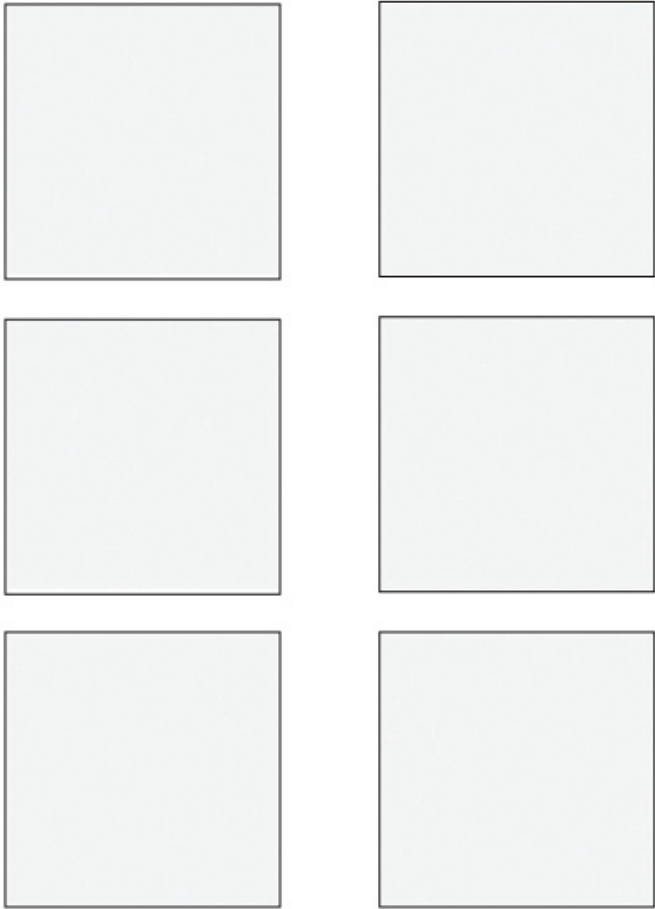


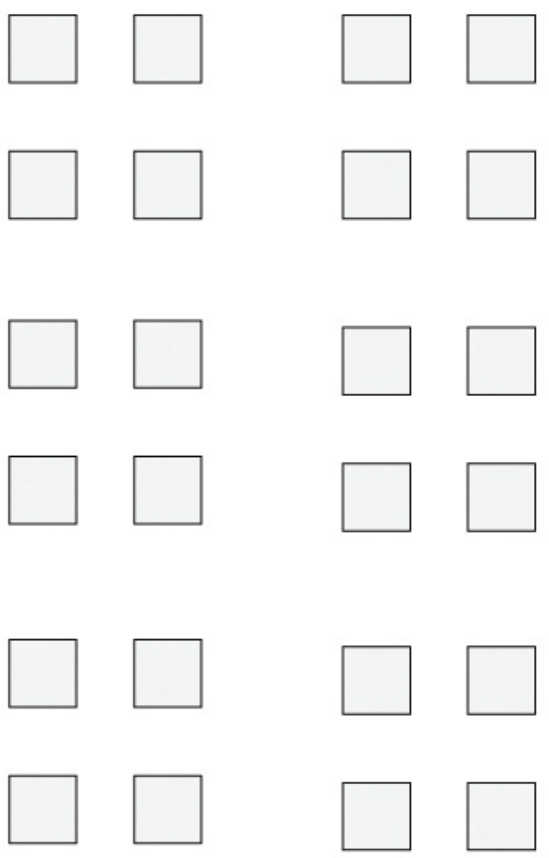
EXHIBIT HALL (75,000 SQFT)



LARGE LECTURE HALLS  
(4000-4500 SQFT)  
BALLROOM (4000-4500 SQFT)

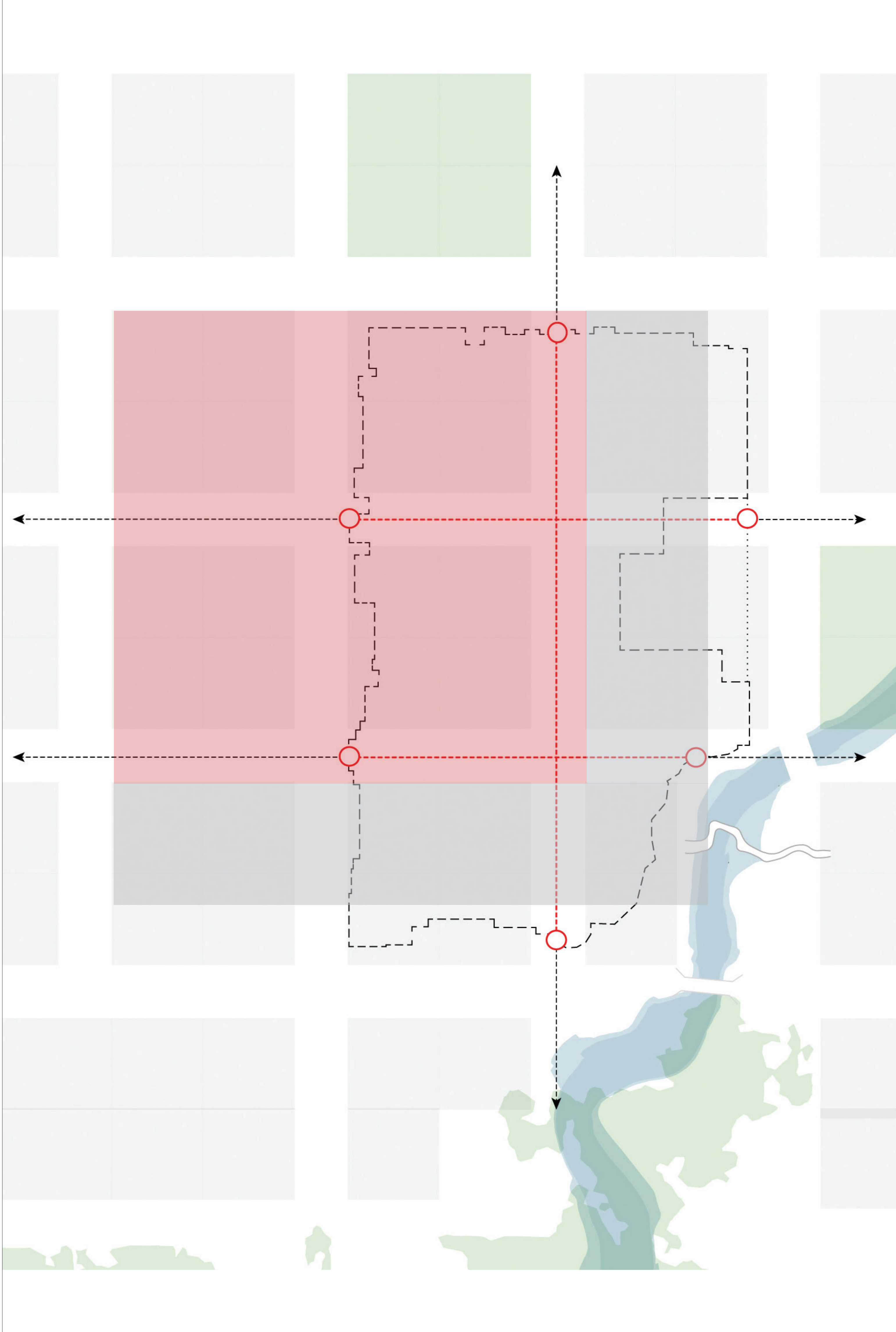


LARGE CLASSROOM (2100-2500 SQFT)  
STANDARD CLASSROOM  
(900-2300 SQFT)



BREAK ROOMS (200 SQFT)

PROGRAM RATIOS\_THE BASIC MODULE



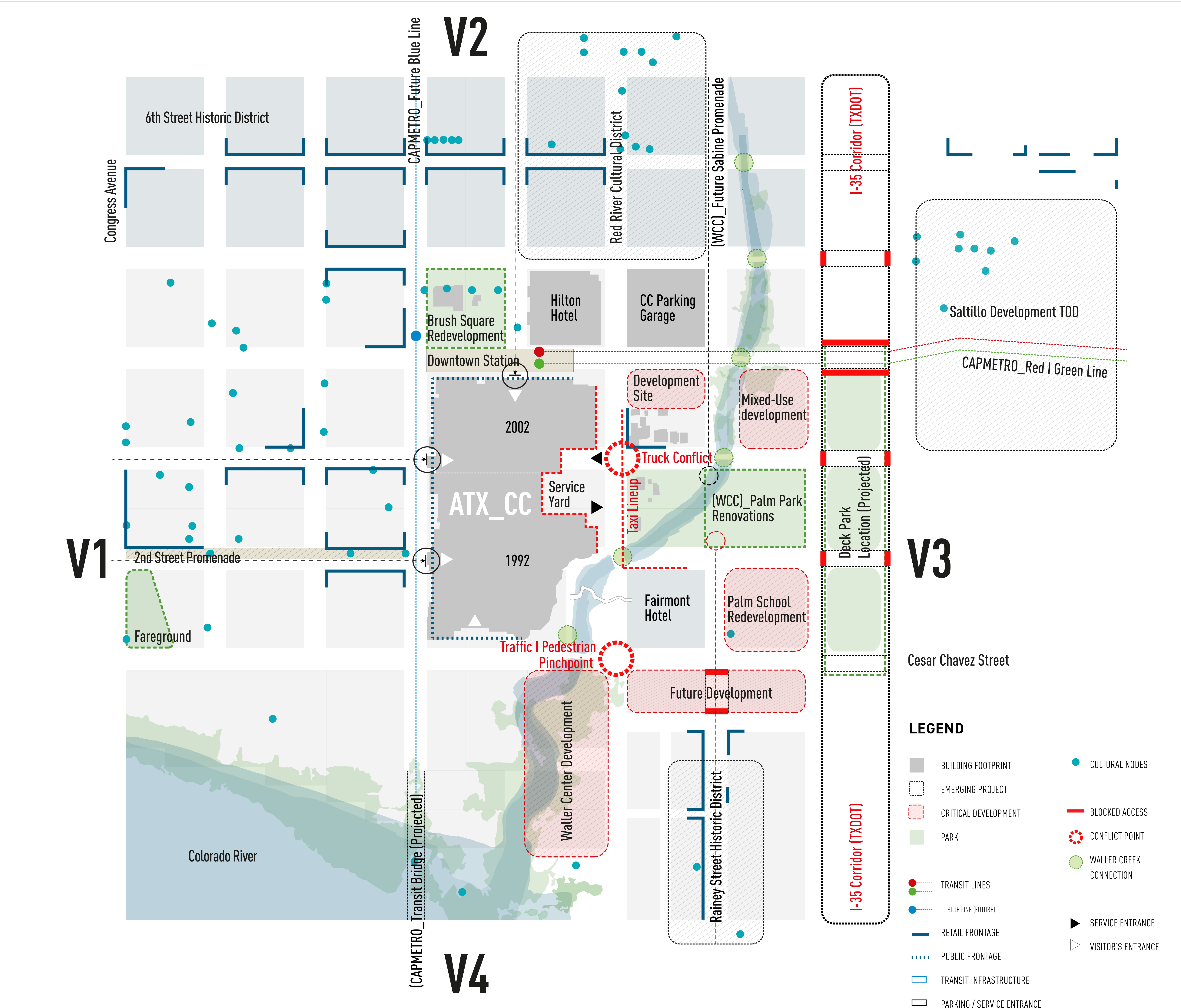
GROSS FLOOR AREA : SINGLE FLOOR CONTIGUOUS EXHIBITION SPACE @ 500,000 SQUARE FEET  
(INCLUDING SERVICE)



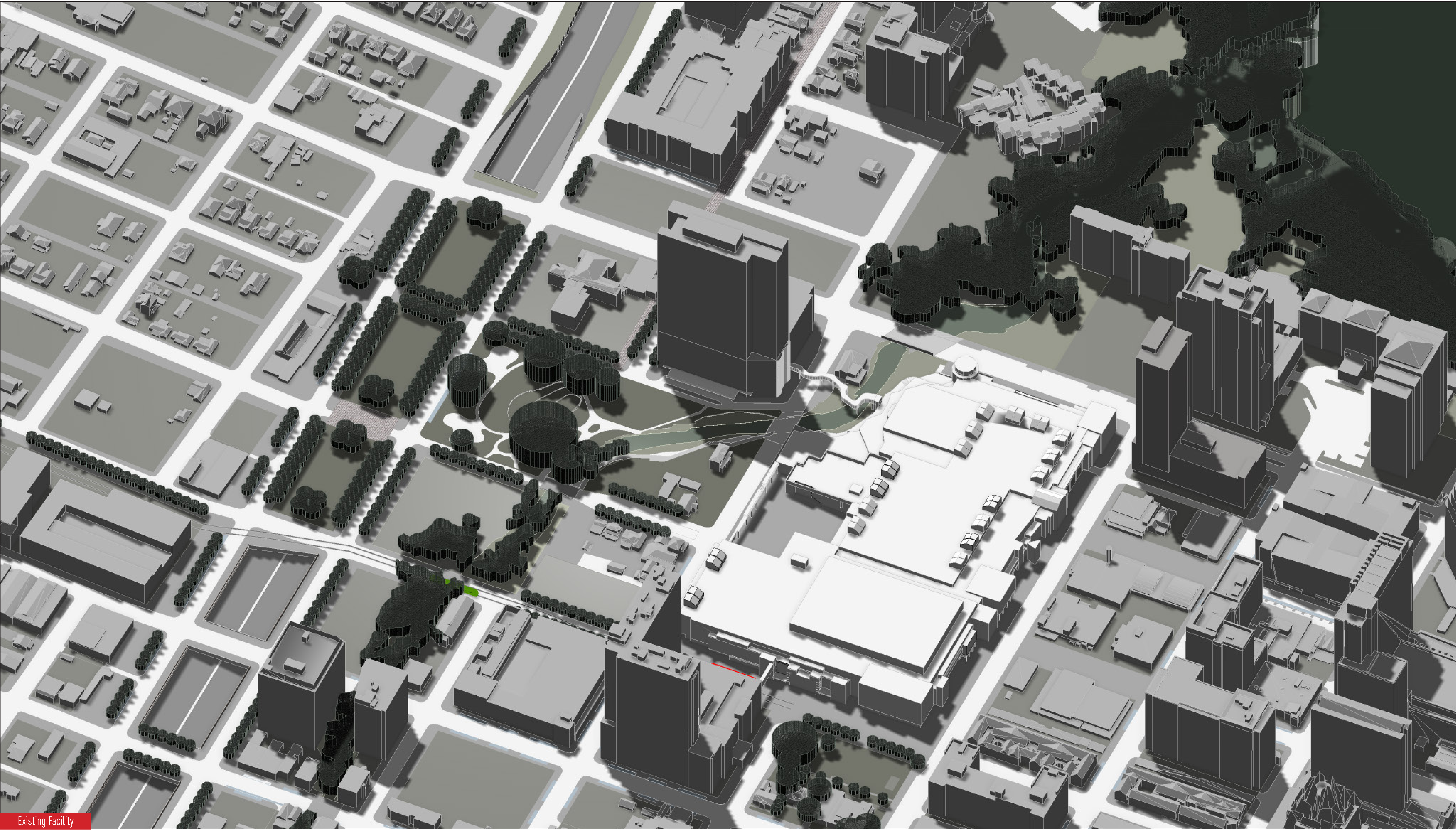


\_BASE CASE

## SITE CONDITIONS

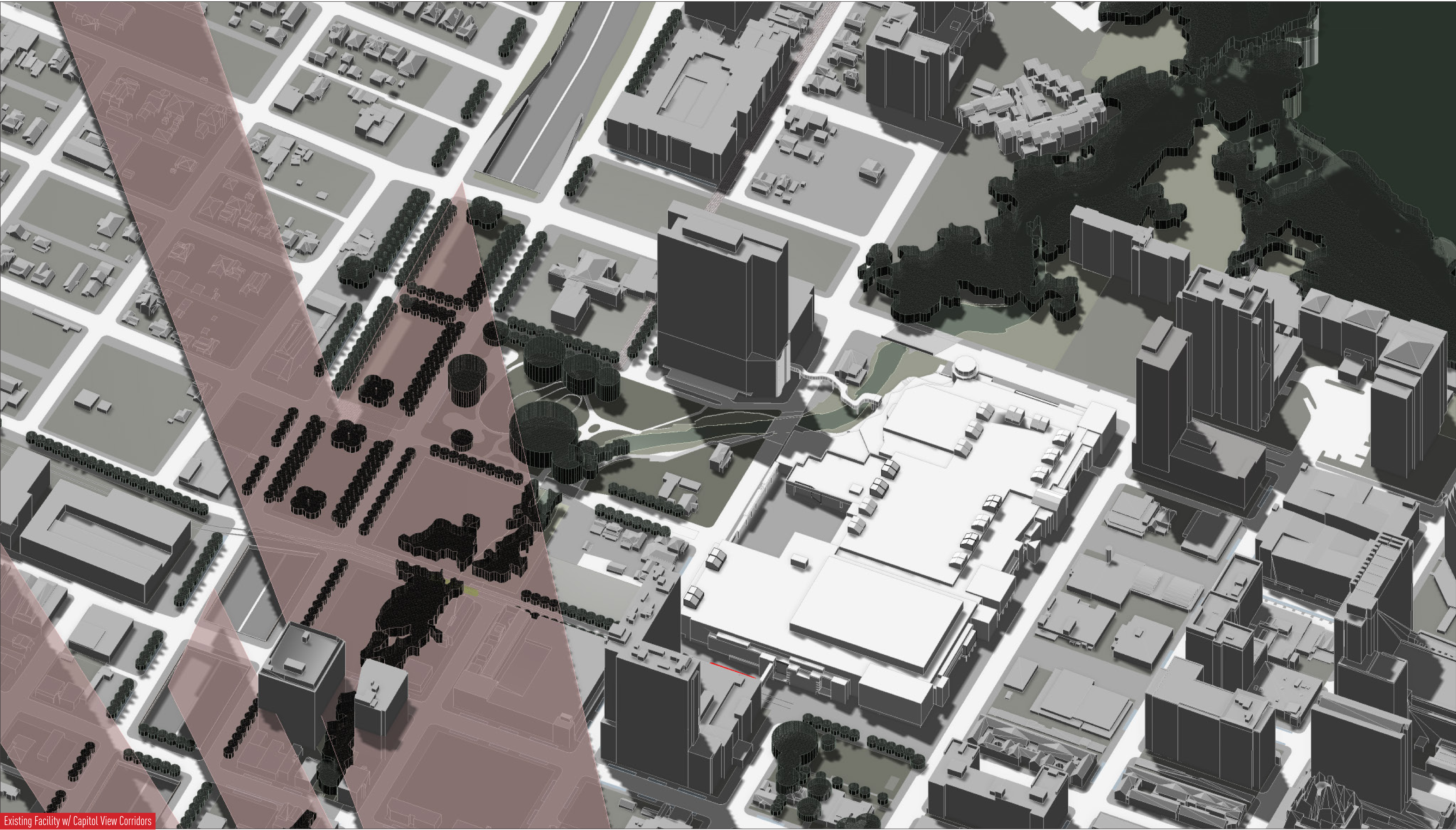






Existing Facility





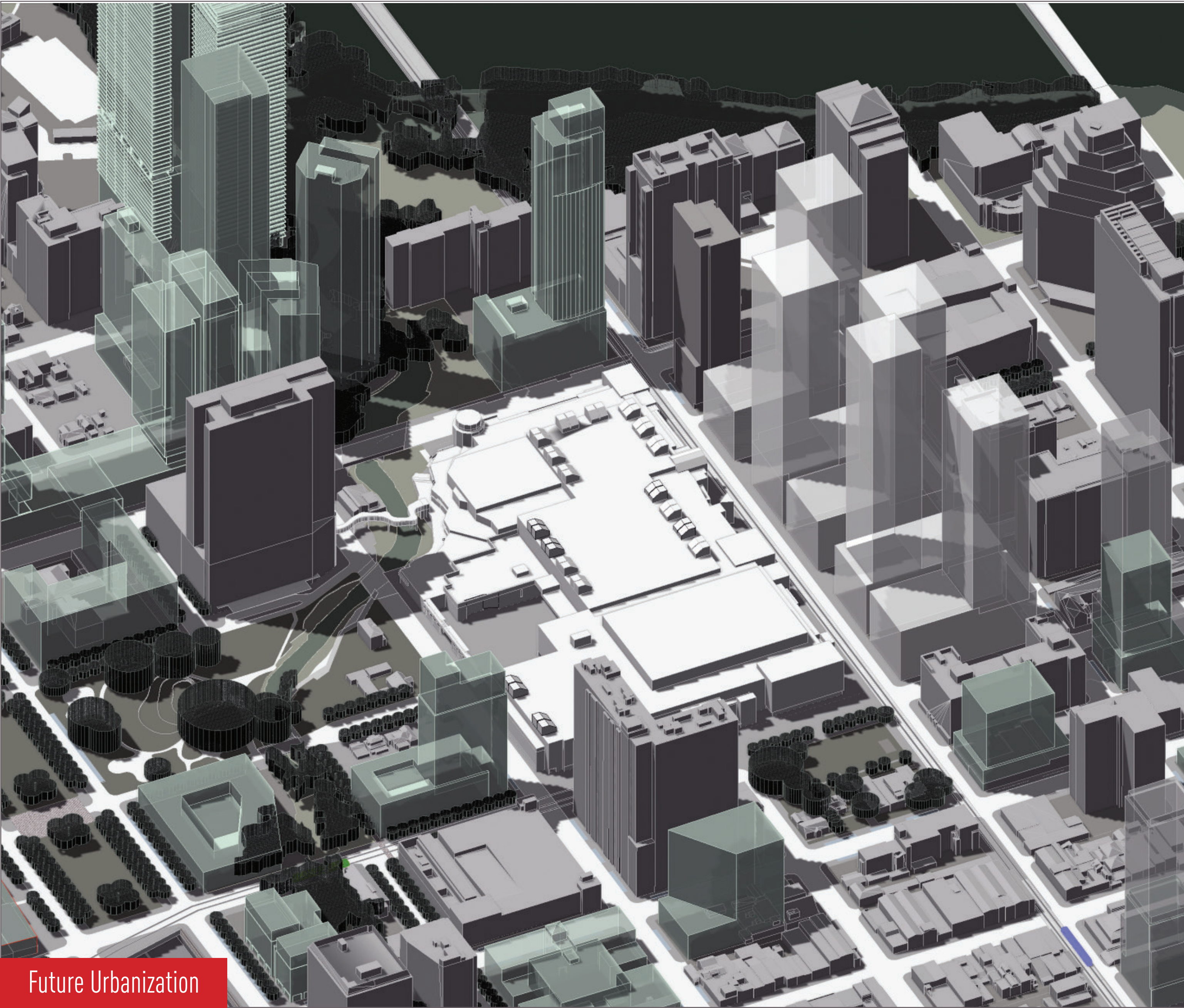
Existing Facility w/ Capitol View Corridors



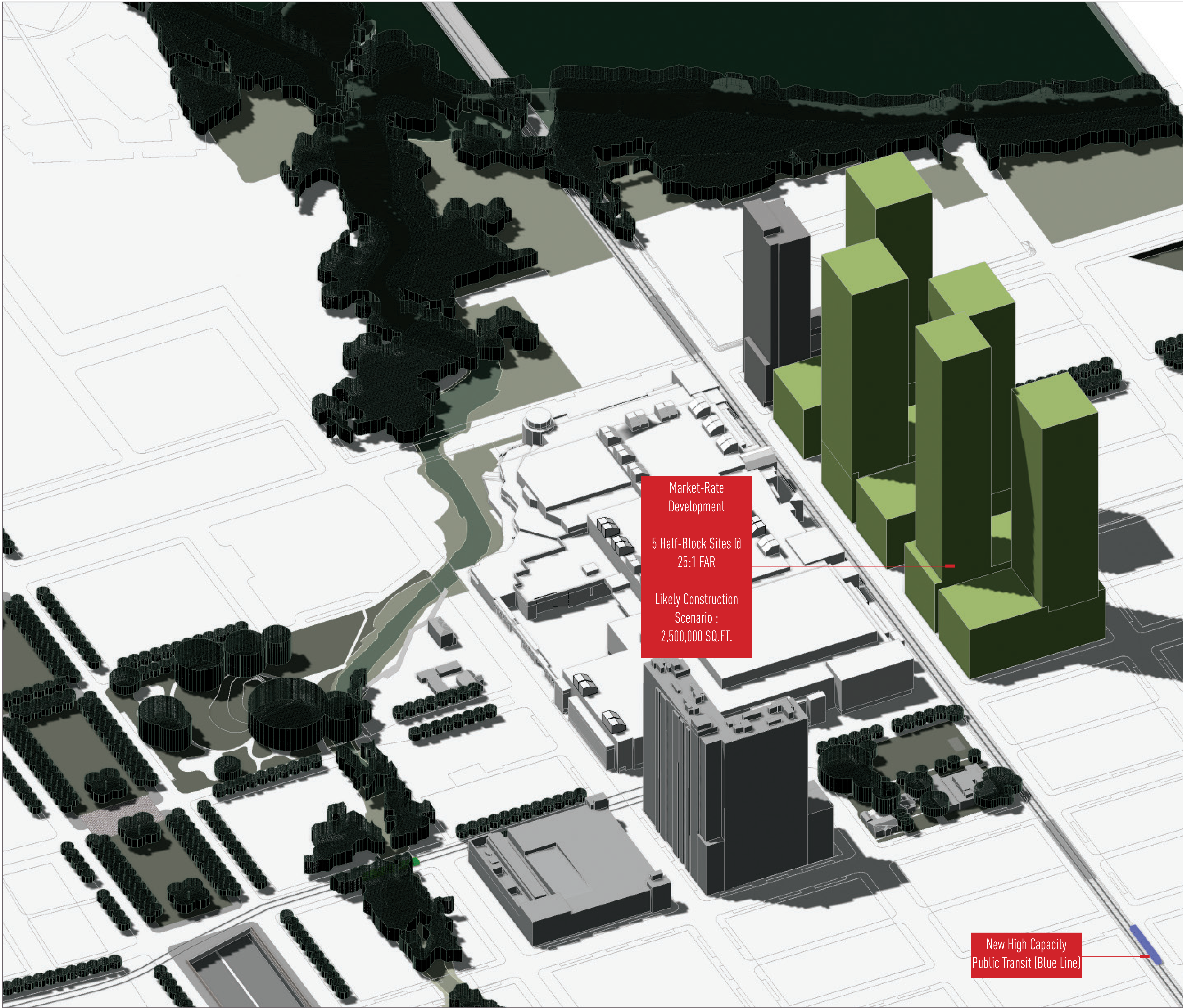
SCENARIO\_2



Pending Development



Future Urbanization

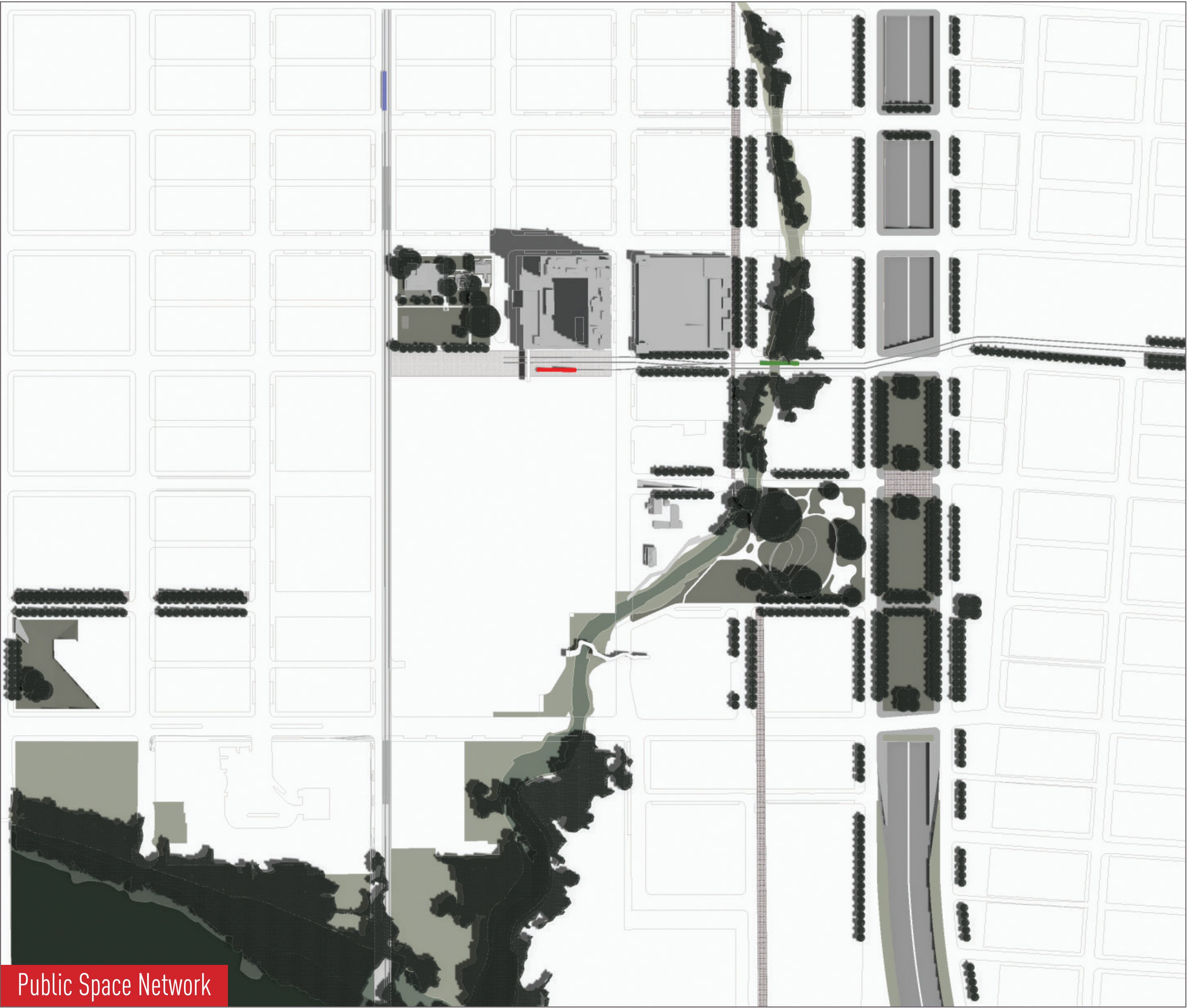
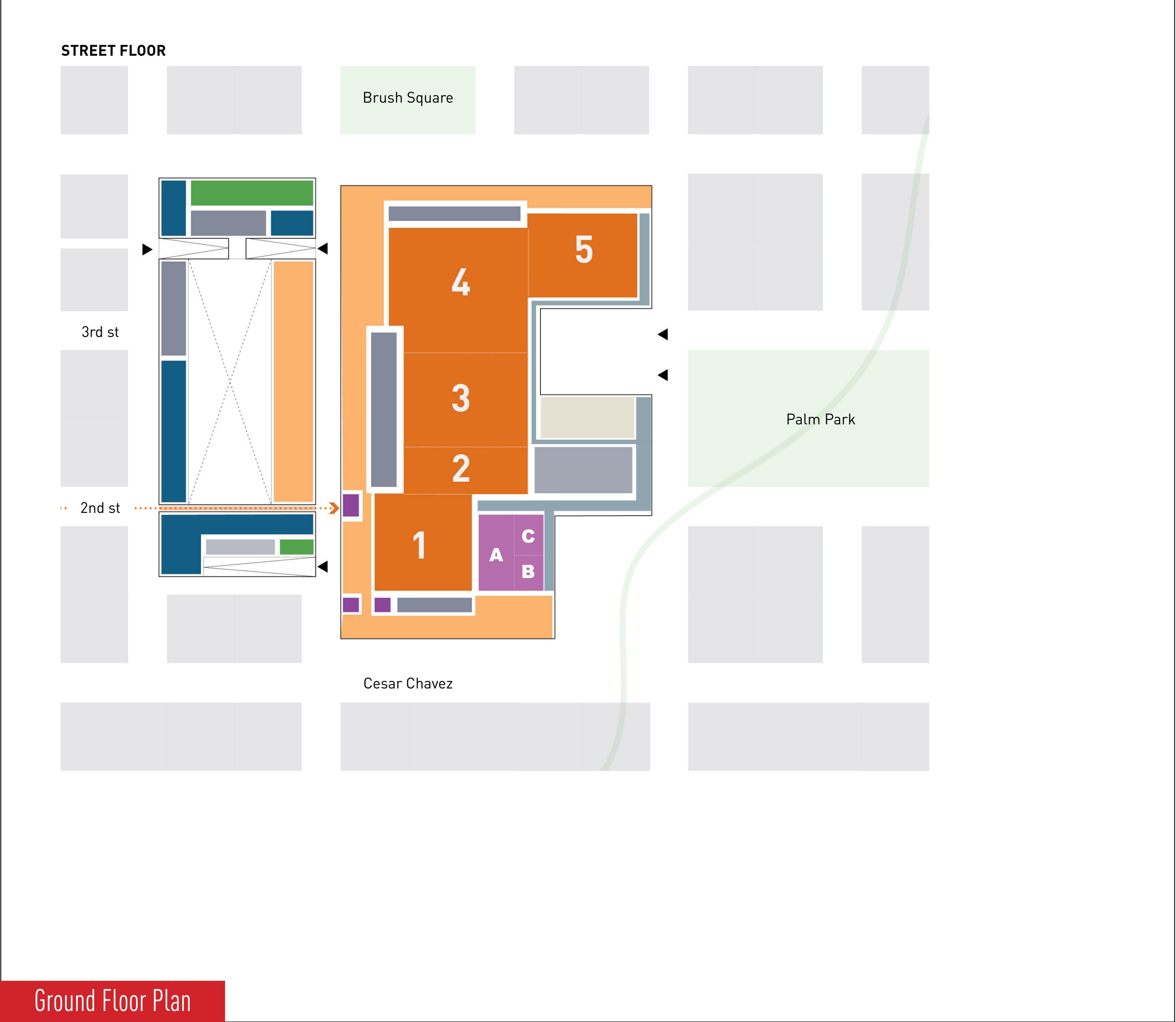


Market-Rate  
Development  
  
5 Half-Block Sites @  
25:1 FAR  
  
Likely Construction  
Scenario :  
2,500,000 SQ.FT.

New High Capacity  
Public Transit (Blue Line)

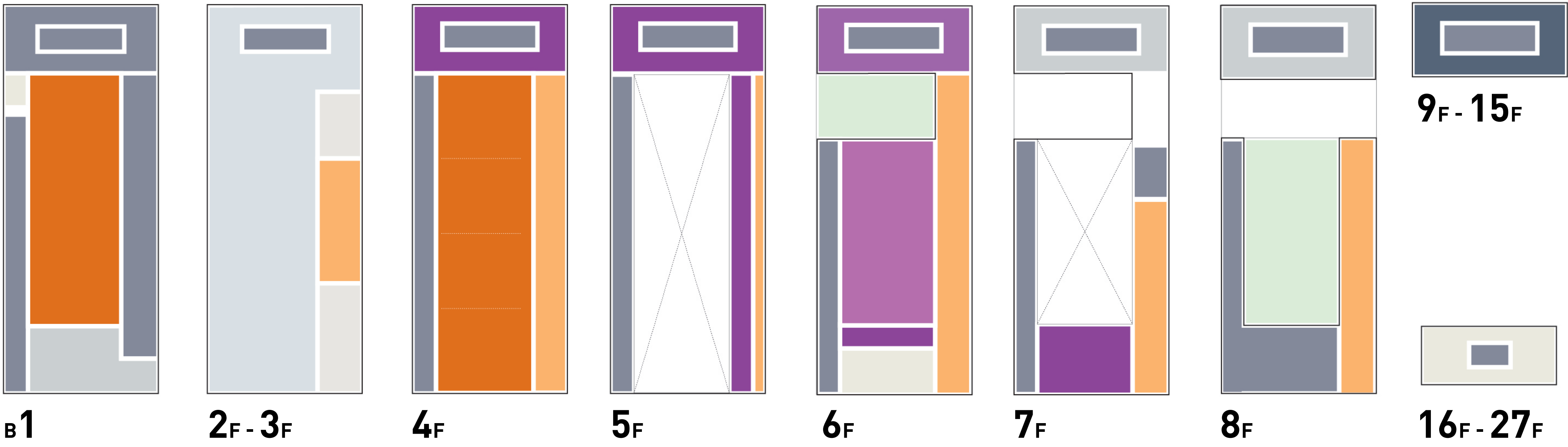
\_MARKET DEVELOPMENT





\_PLAN AT GROUND FLOOR

EXHIBITION HALLS\_466,000 SQUARE FEET



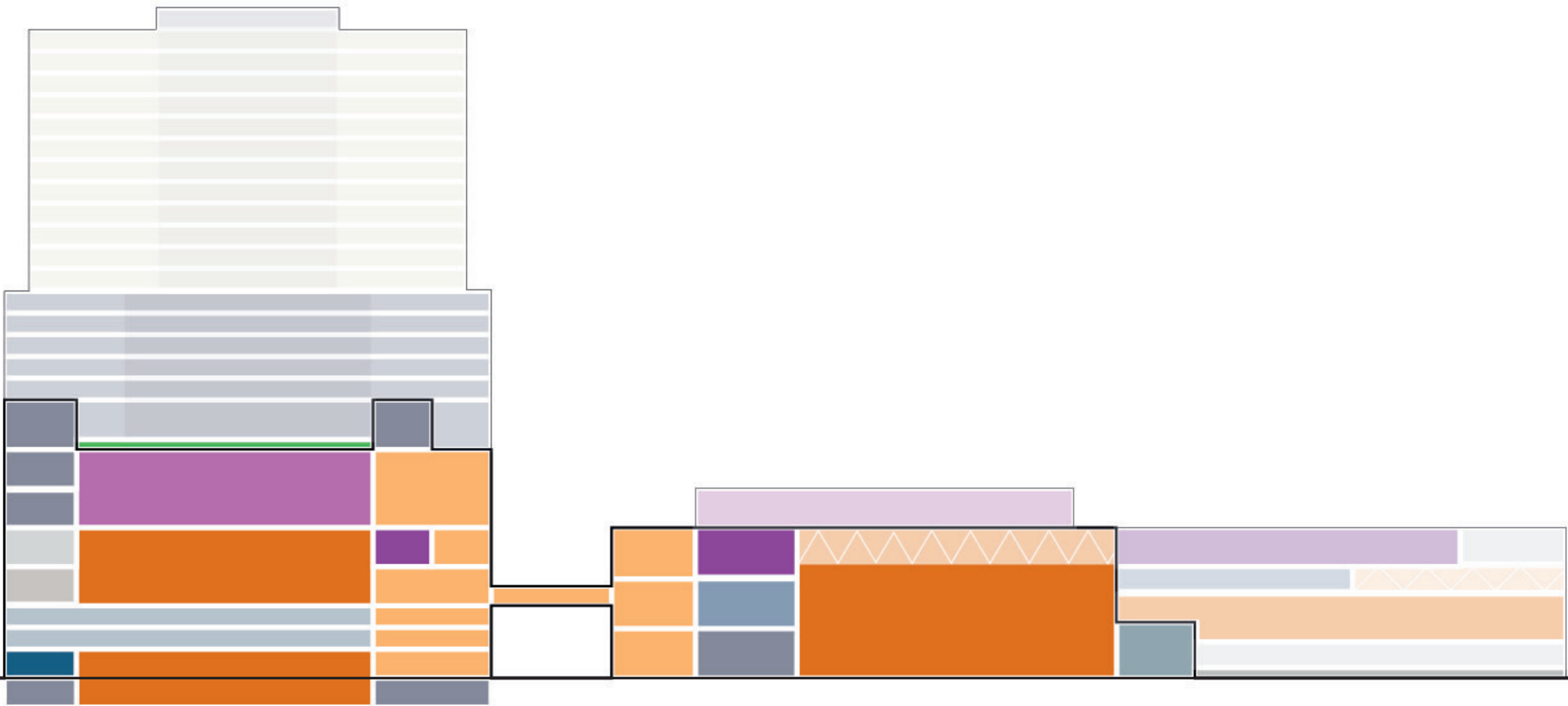
LEGEND

- PRE-FUNCTION
- EXHIBITION
- BALLROOM
- MEETING ROOM
- SERVICE
- GARDEN
- LOBBY
- RETAIL
- OFFICE
- KITCHEN
- FESTIVAL STREET

SQUARE FOOTAGE

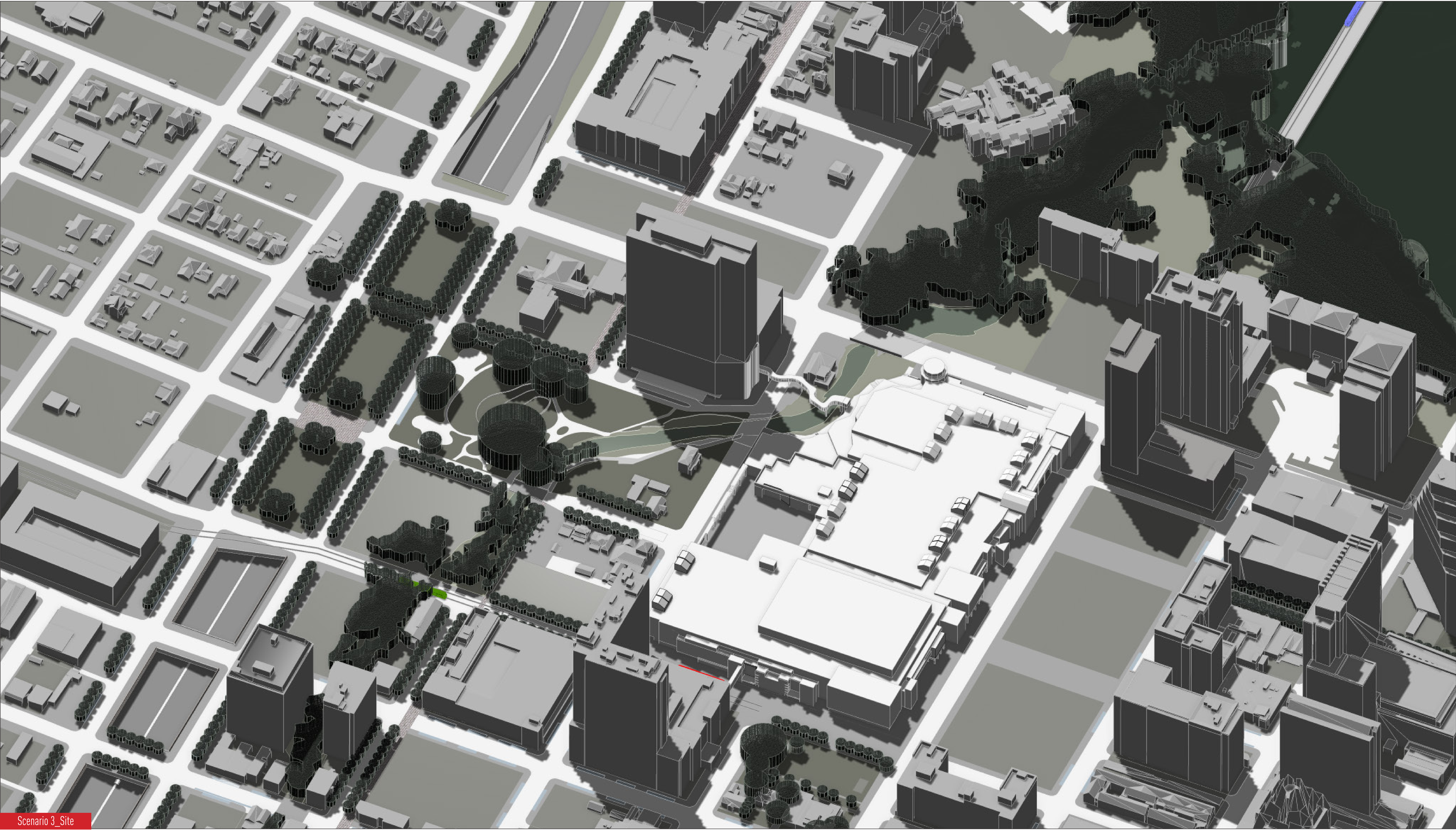
[EXISTING]	EXHIBIT SPACE	247,000
	MEETING SPACE	55,800
	BALLROOM	63,920
	OVERALL CC BUILDING AREA	881,000
[PROPOSED WESTERN FACILITY]	EXHIBIT SPACE	219,808
	MEETING SPACE	75,882
	BALLROOM	64,440
	OVERALL PROPOSED BUILDING AREA	2,060,854

SECTION



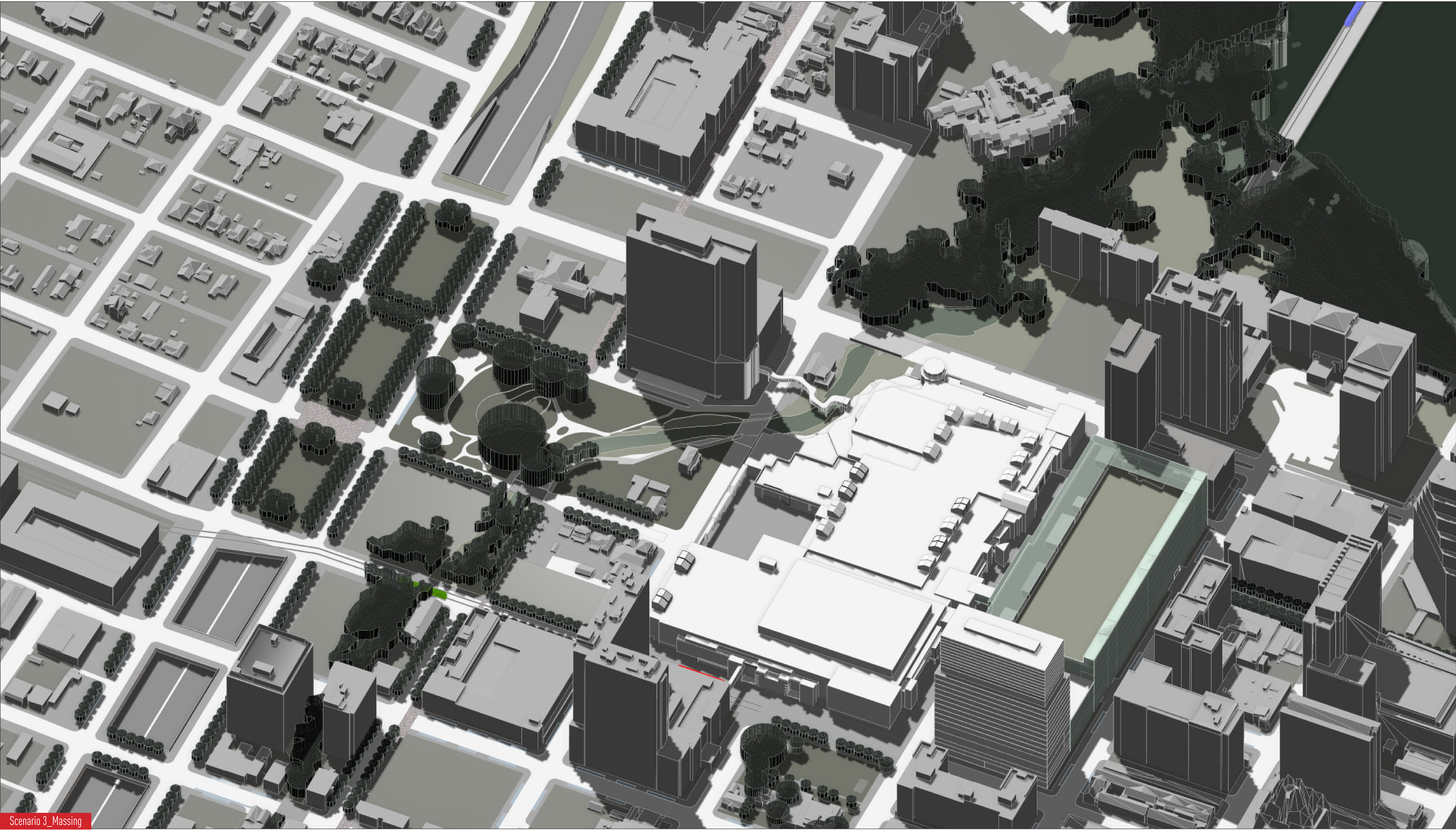
SC\_3





Scenario 3\_Site

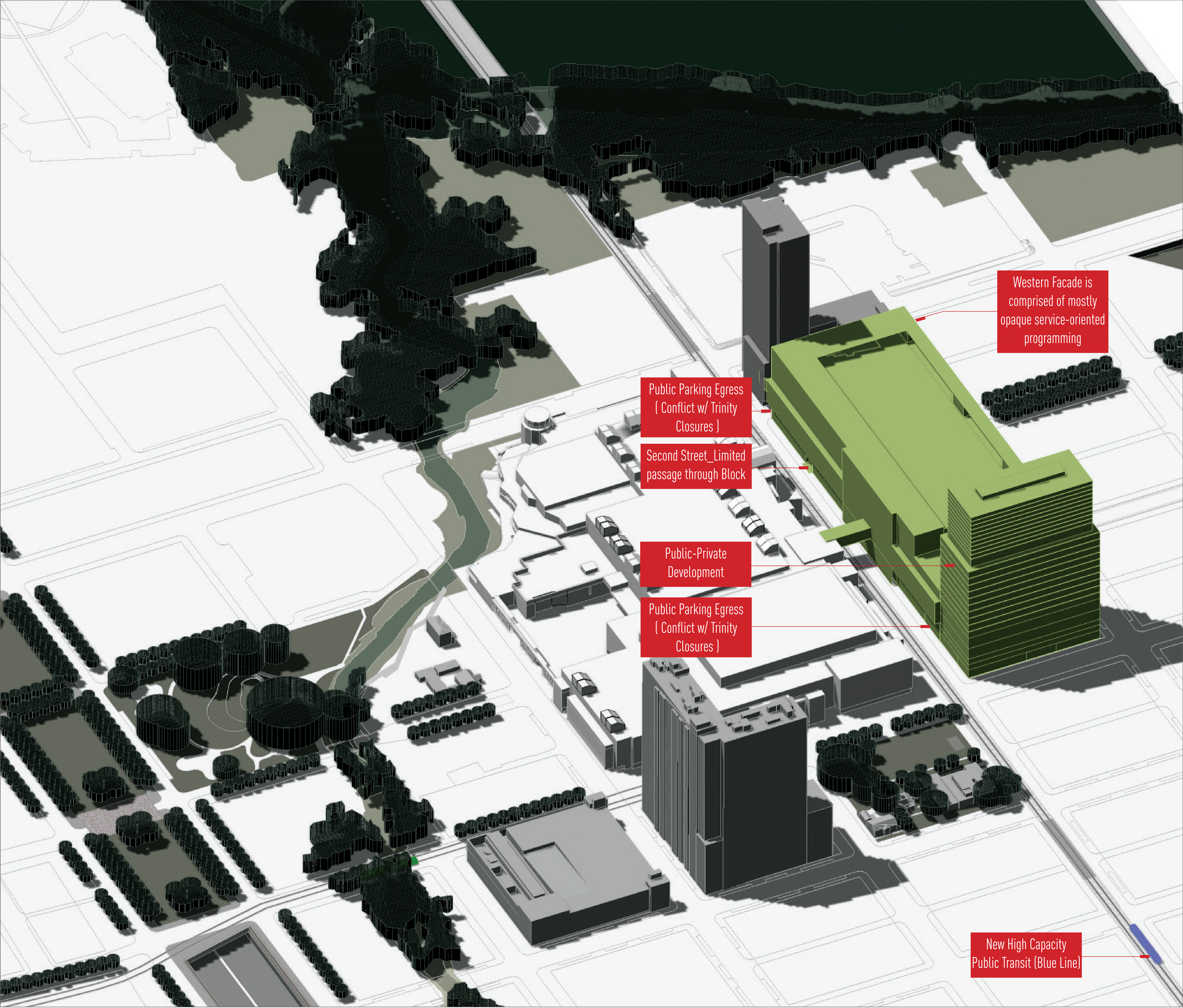
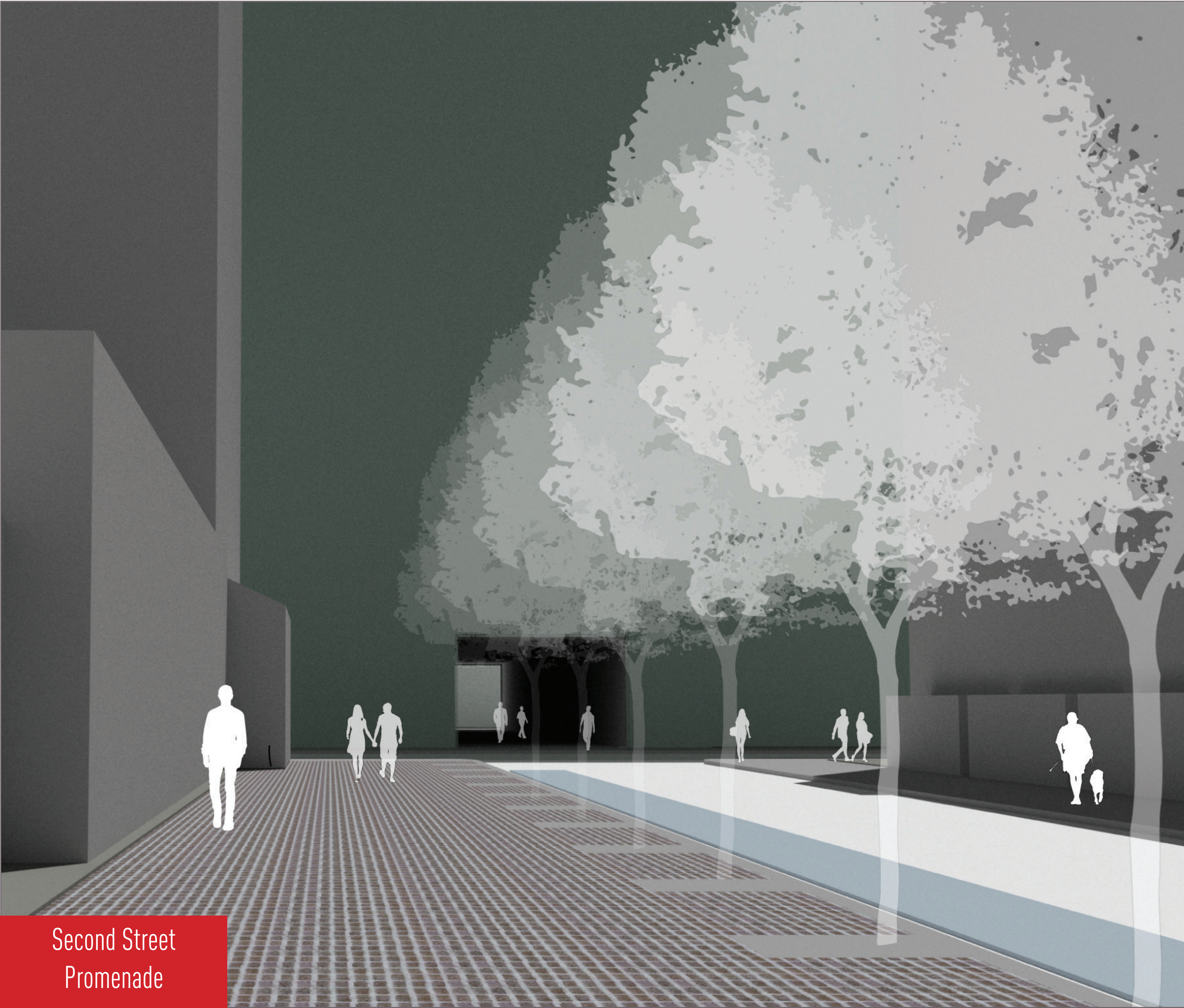




Scenario 3\_Massing

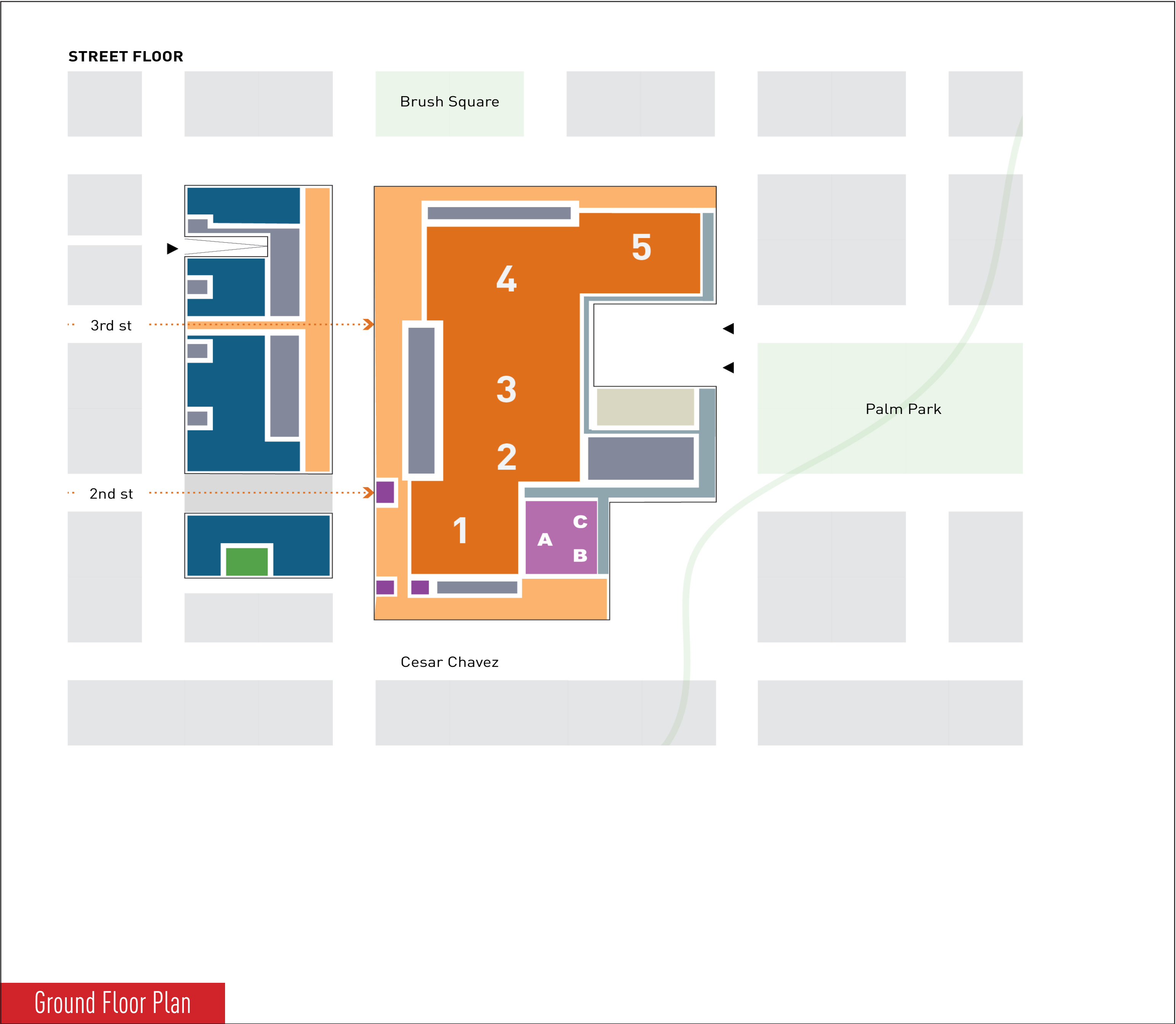


SCENARIO\_3



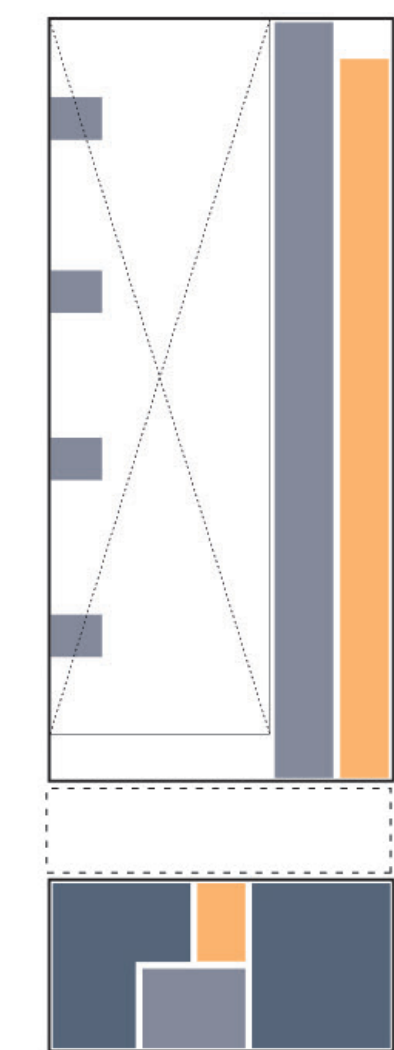
\_PUBLIC SPACE



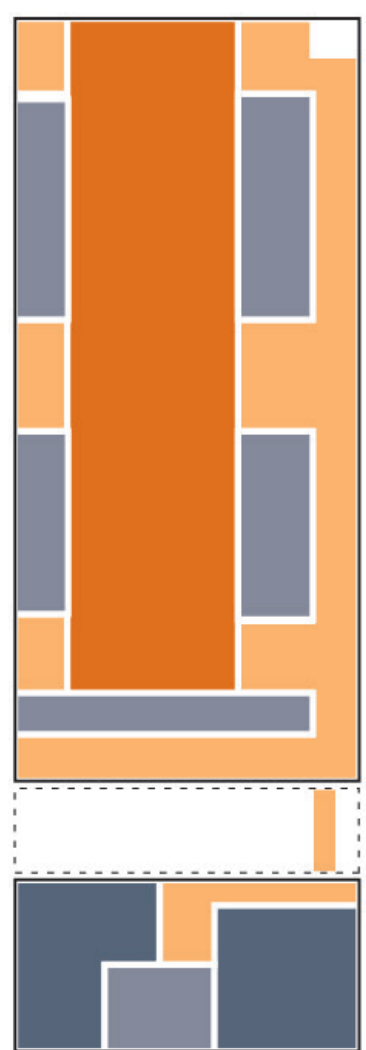


\_PROGRAMMING

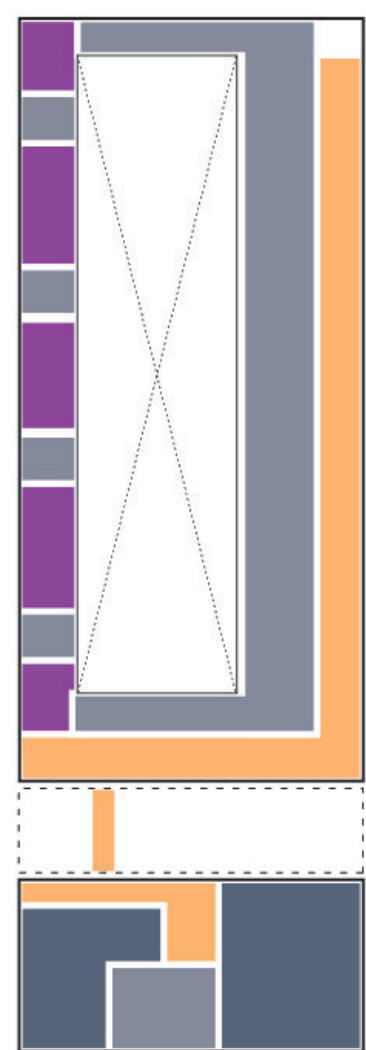
EXHIBITION HALLS\_400,000 SQUARE FEET



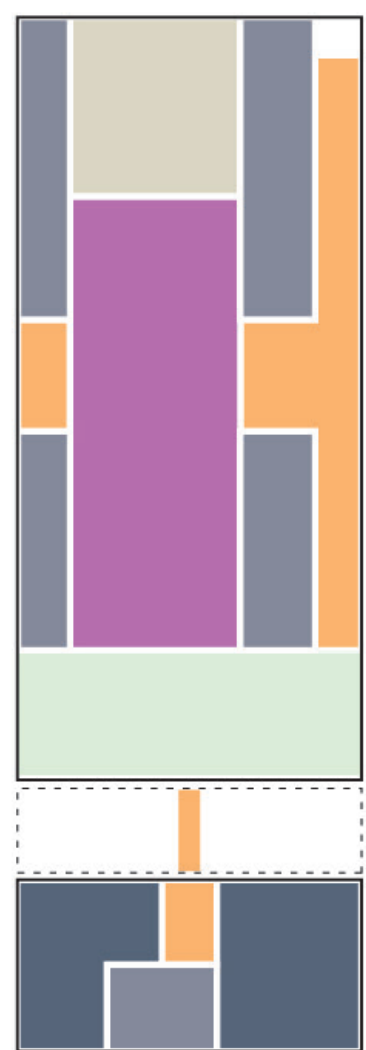
2F



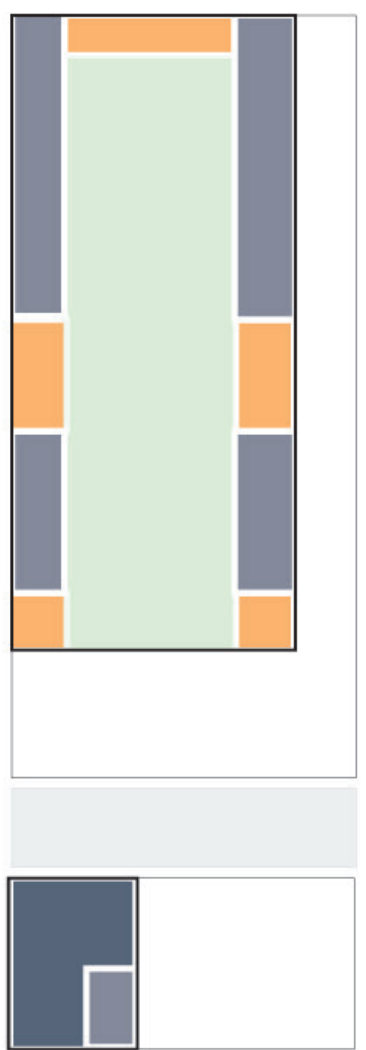
3F/ 5F



4F/ 6F



7F



TOWER

LEGEND

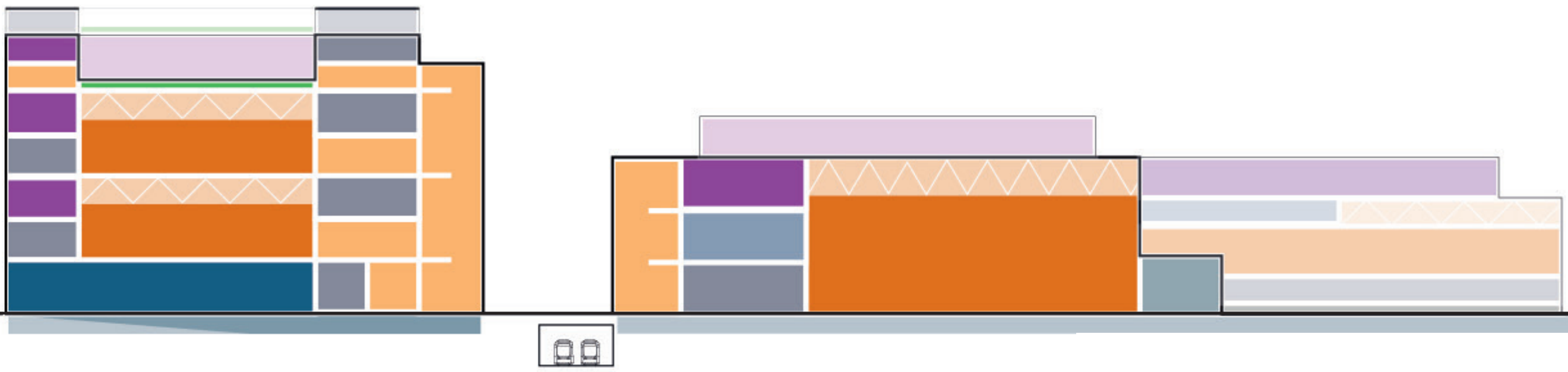
- PRE-FUNCTION
- EXHIBITION
- BALLROOM
- MEETING ROOM
- SERVICE
- GARDEN
- LOBBY
- RETAIL
- OFFICE
- KITCHEN
- FESTIVAL STREET

[EXISTING]

EXHIBIT SPACE	247,000
MEETING SPACE	55,800
BALLROOM	63,920

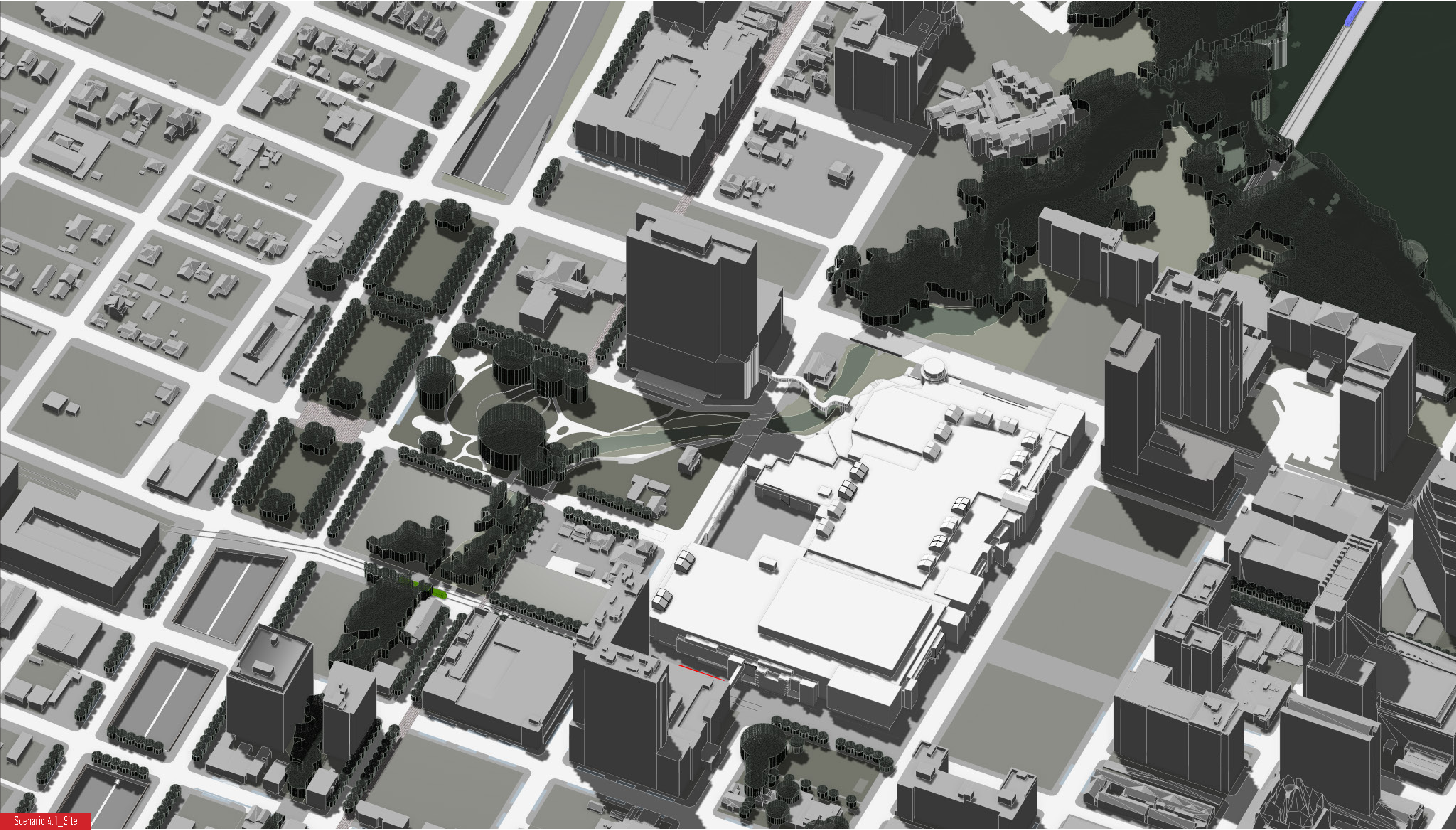
[PROPOSED WESTERN FACILITY]

OVERALL CC BUILDING AREA	881,000
EXHIBIT SPACE	152,000
MEETING SPACE	72,500
BALLROOM	48,000
OVERALL PROPOSED BUILDING AREA	1,815,000



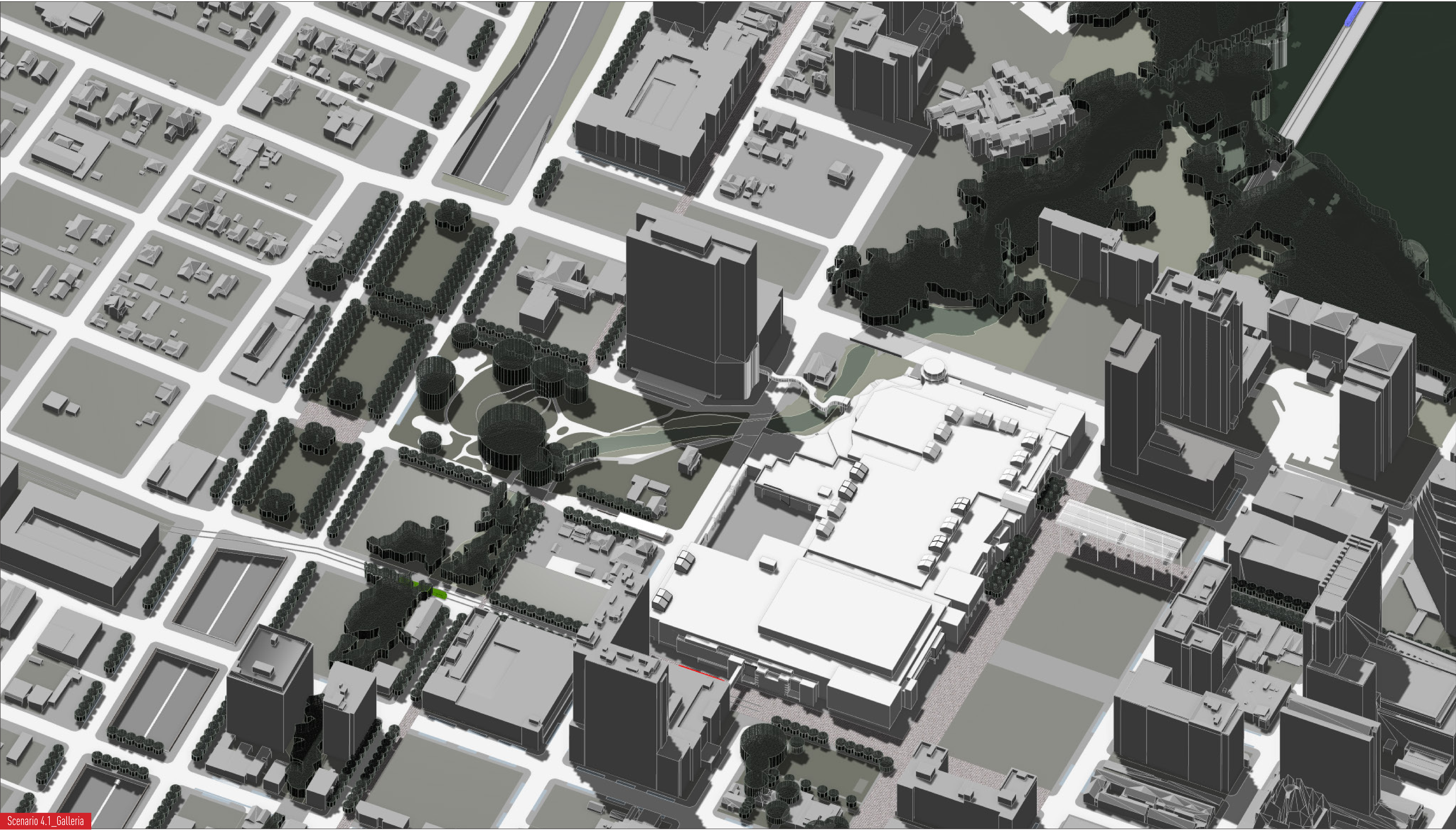
SC\_4.1





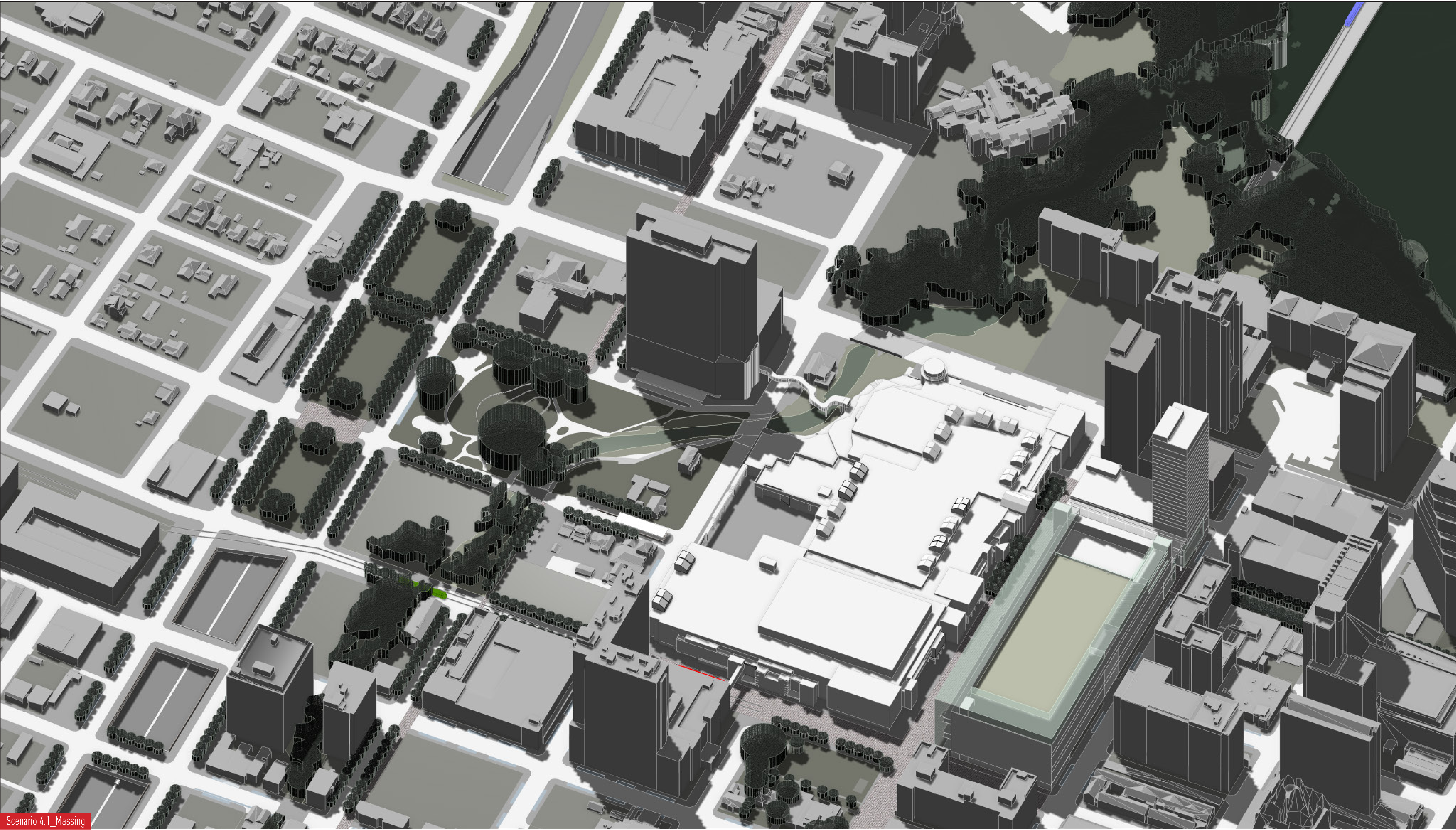
Scenario 4.1\_Site





Scenario 4.1\_Galleria

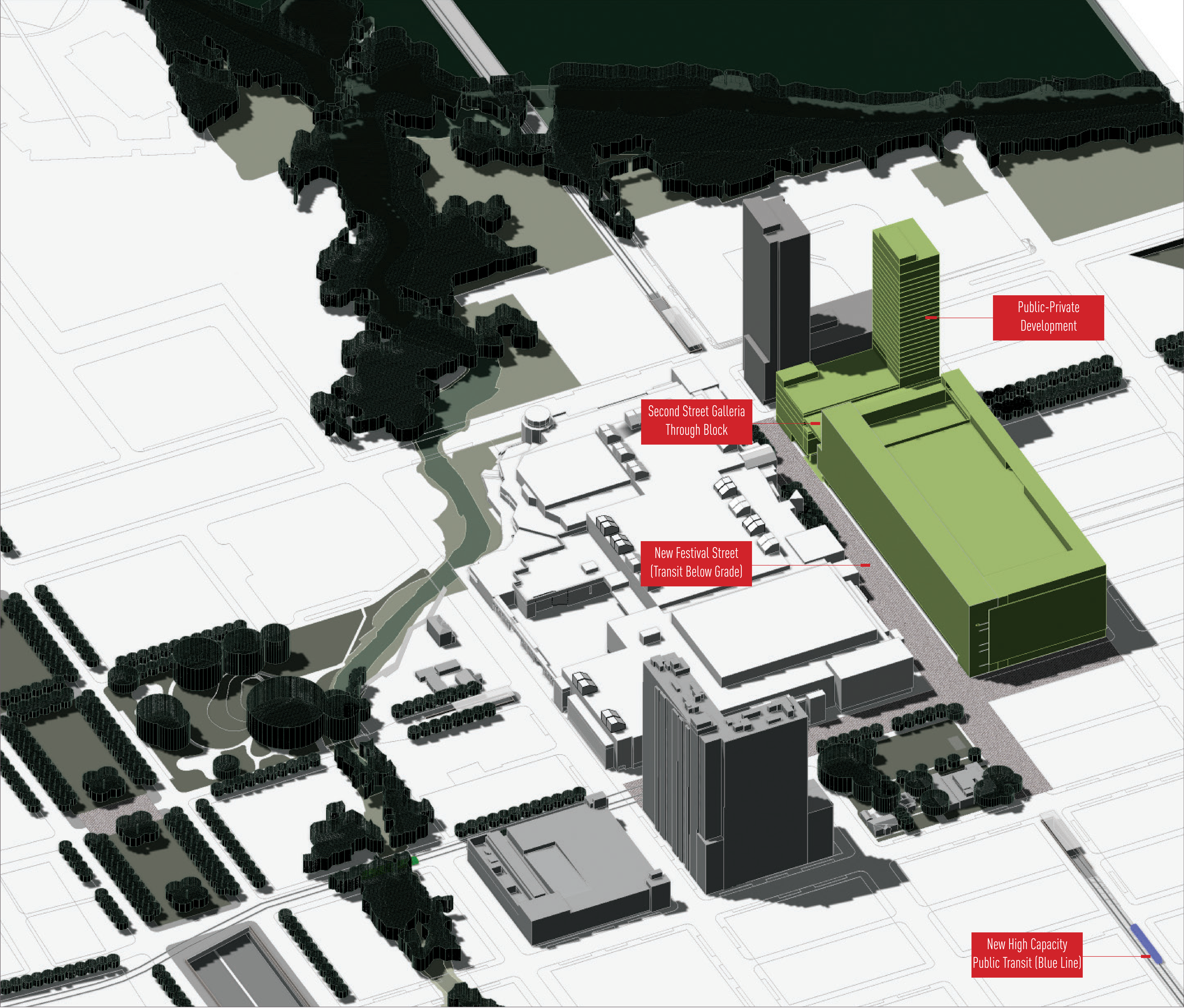




Scenario 4.1\_Massing

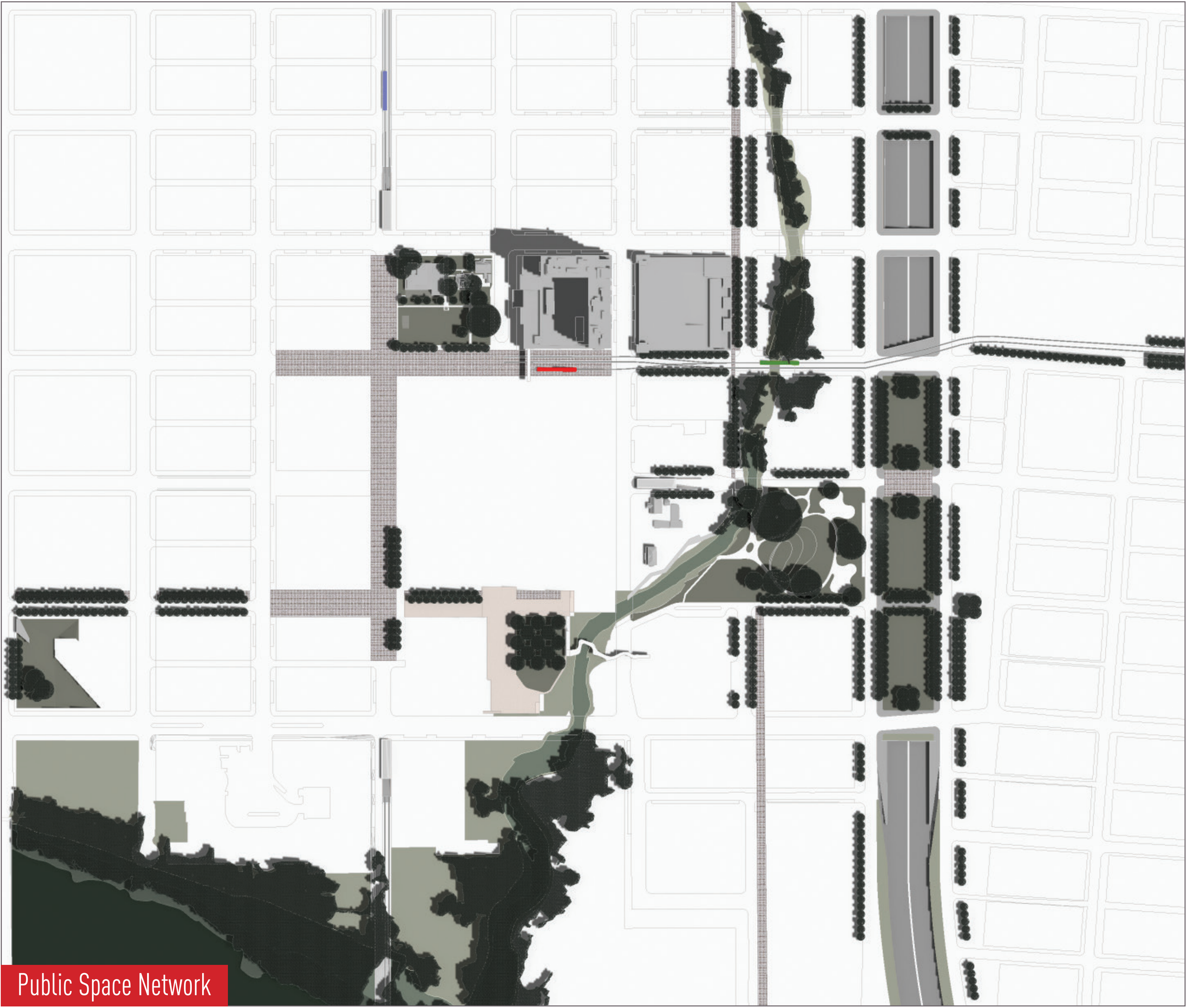


SCENARIO\_4.1

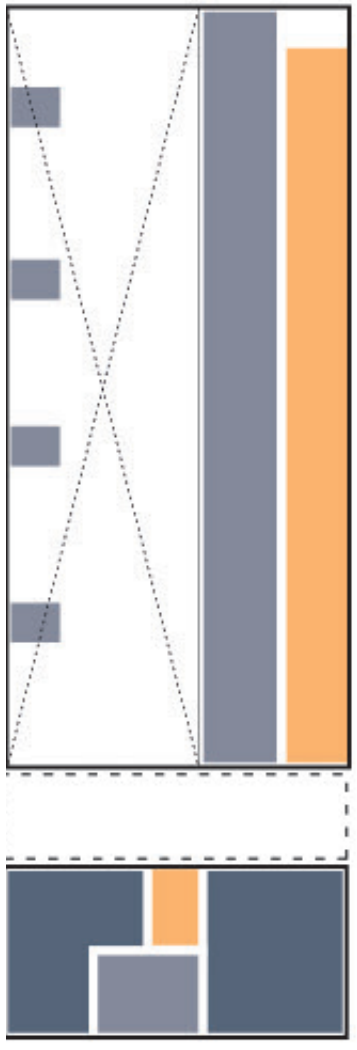


\_PUBLIC SPACE

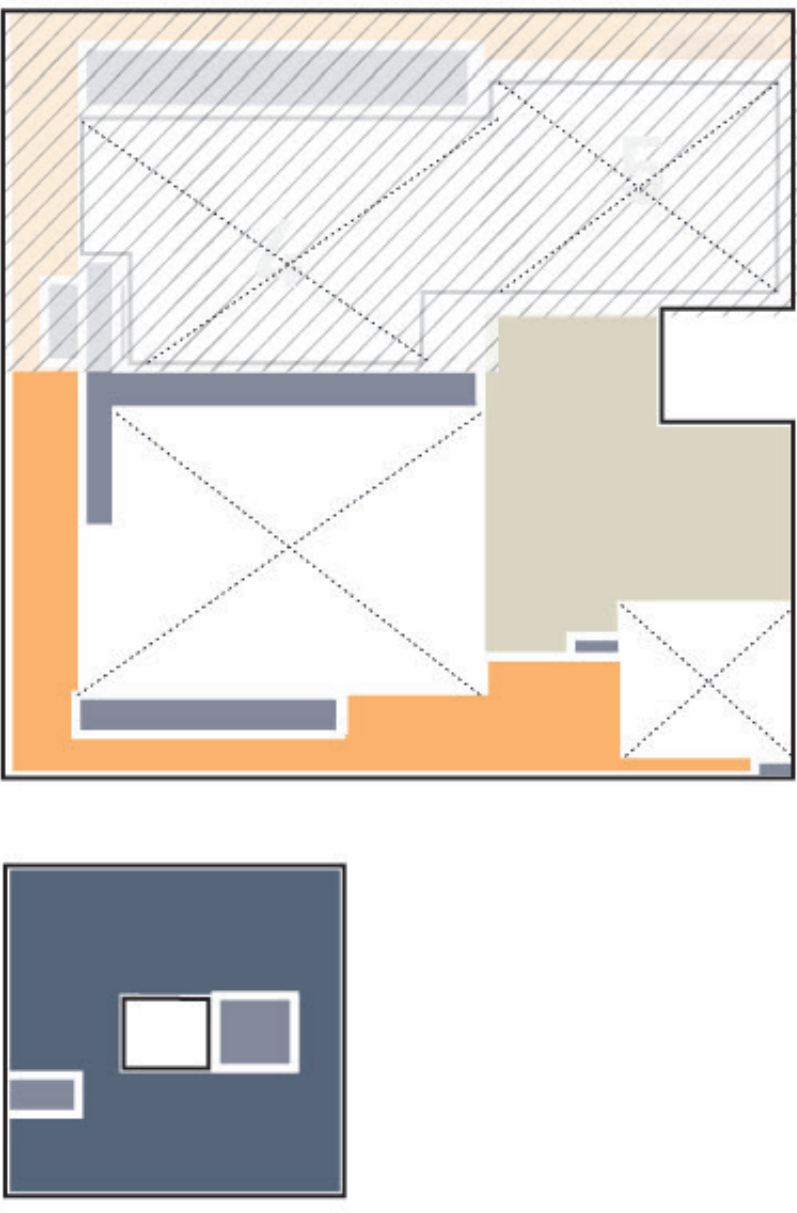




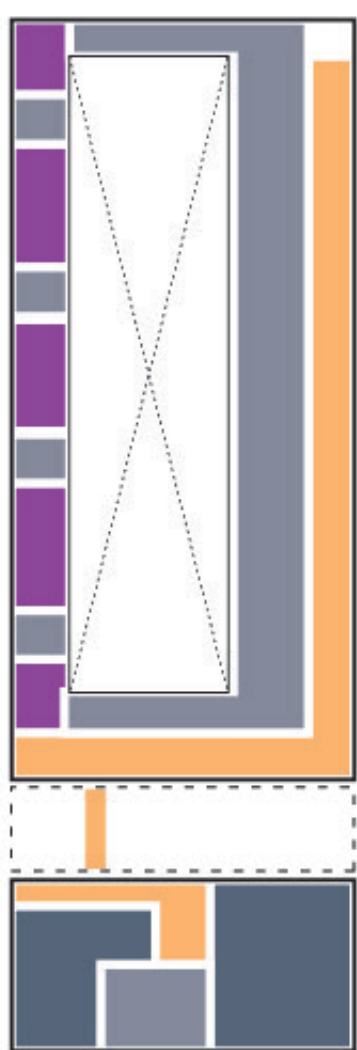
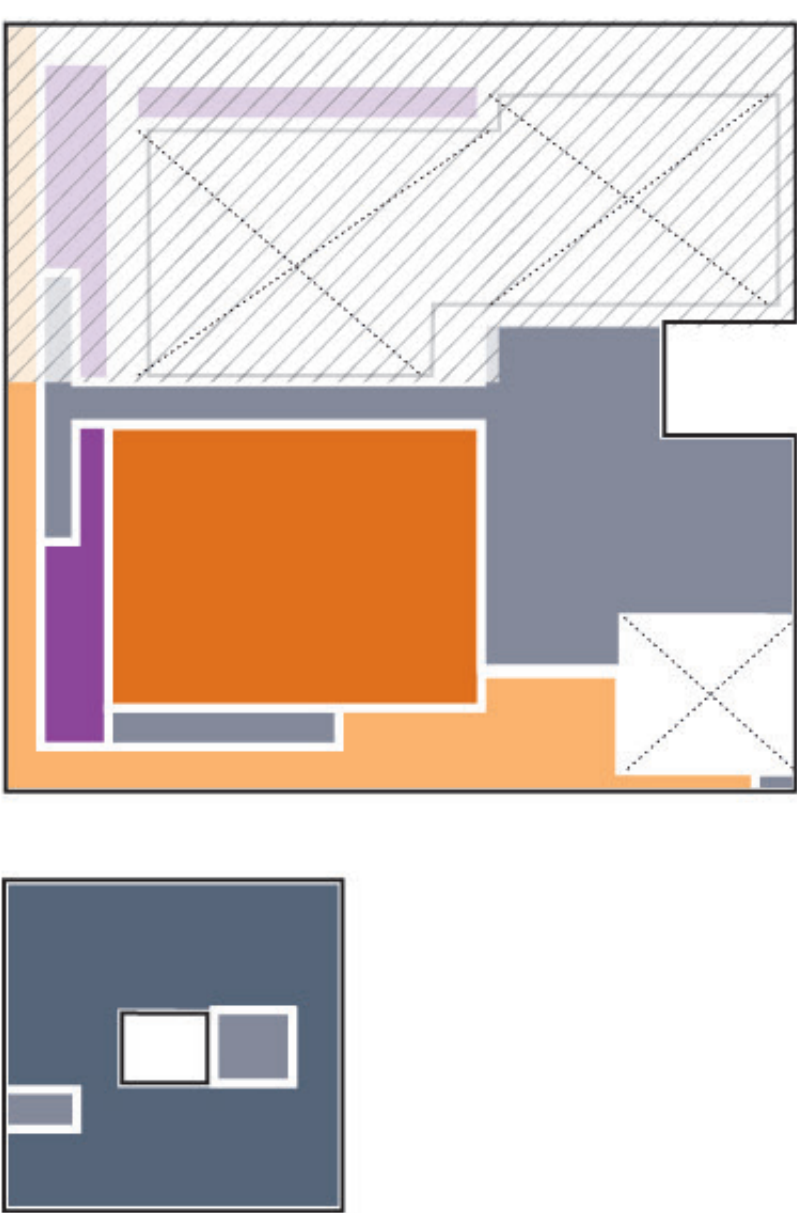
**\_PROGRAMMING**



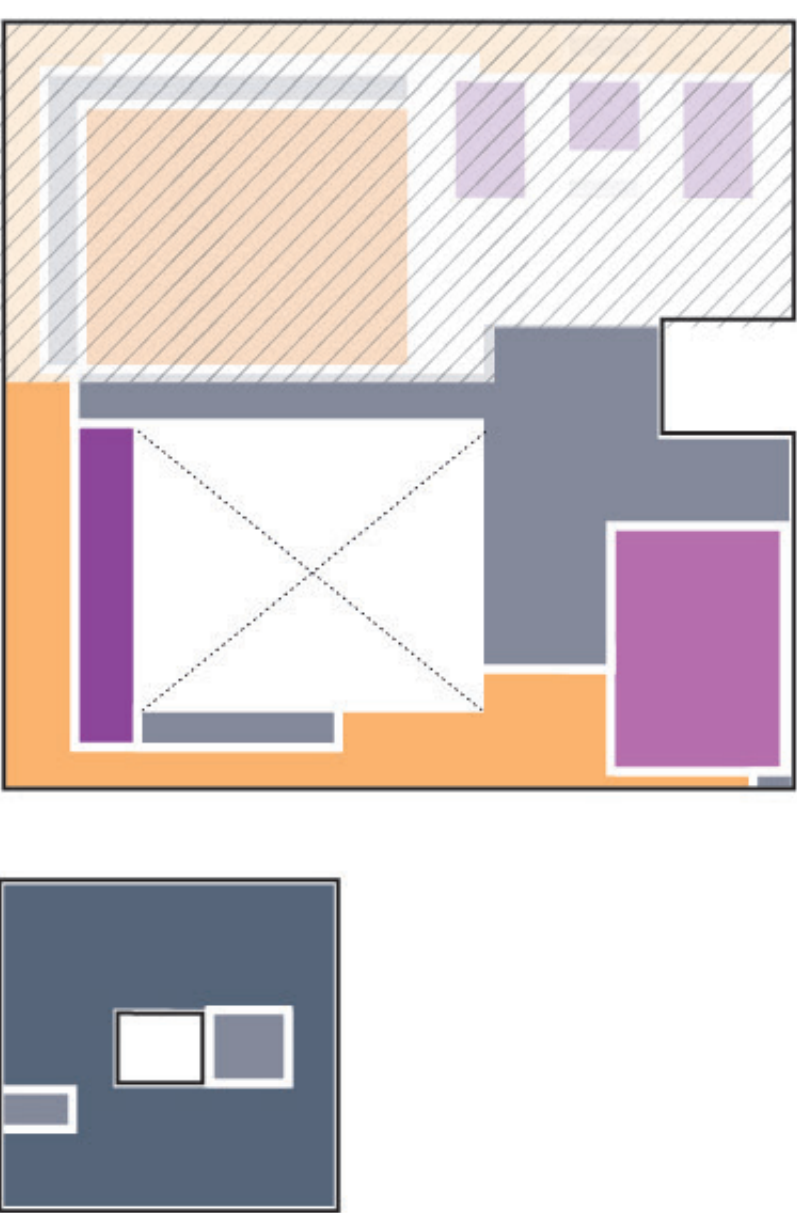
**2F**



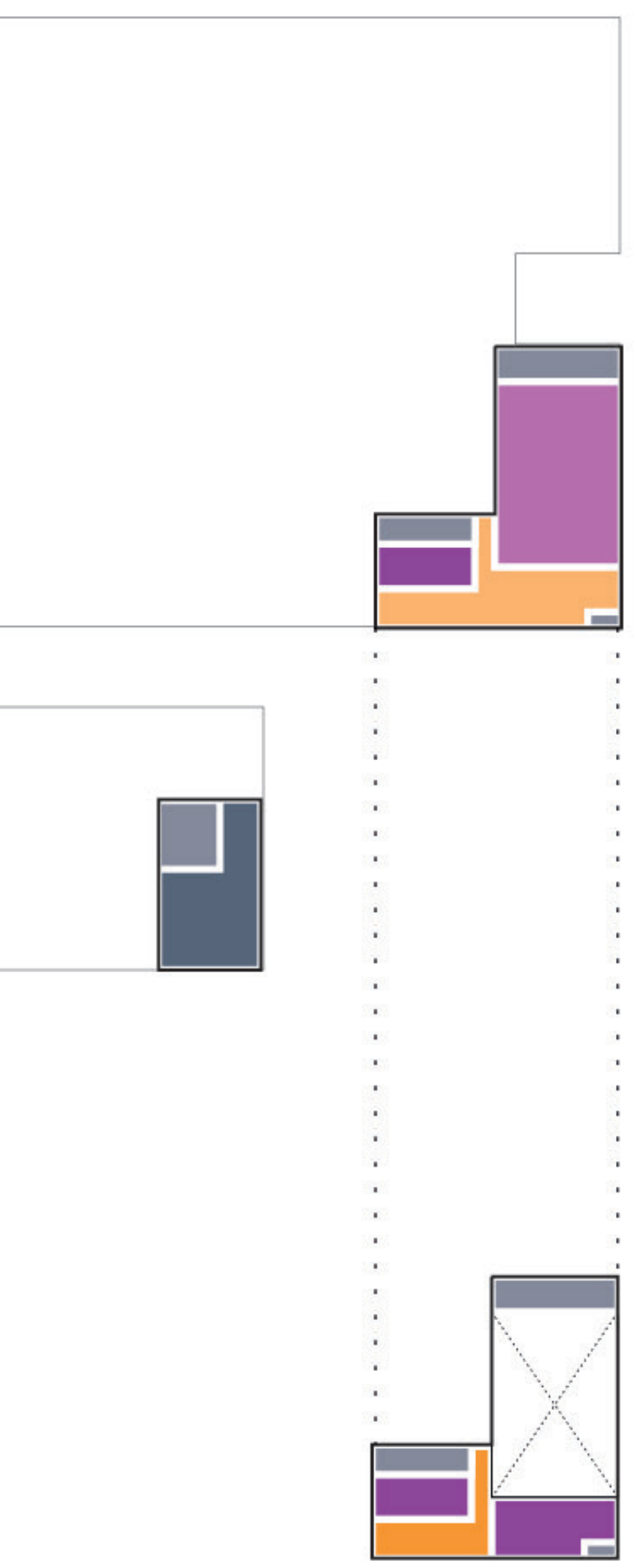
**3F**



**4F**



**5F**



**TOWER**

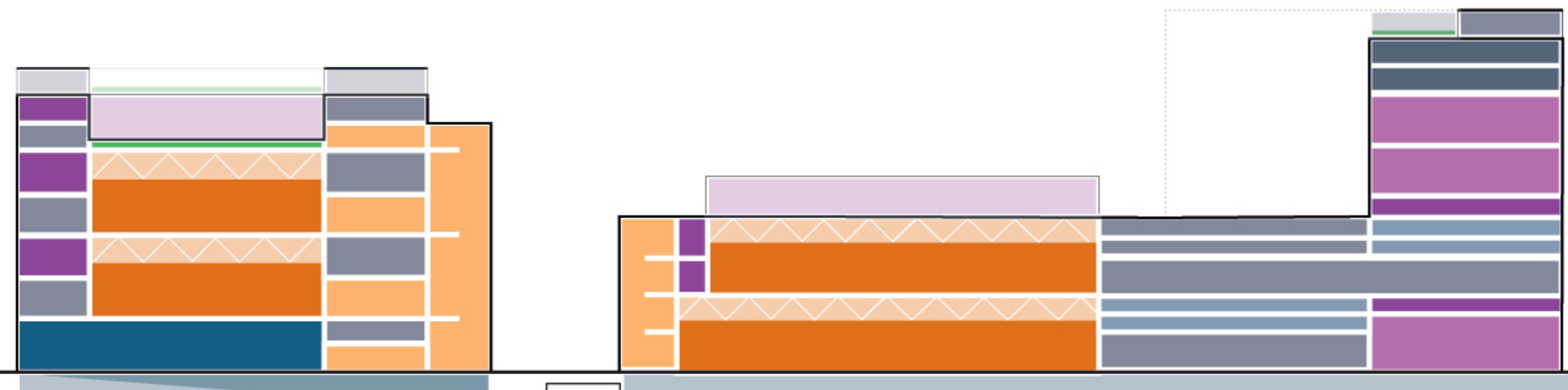
**LEGEND**

- PRE-FUNCTION
- EXHIBITION
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- MEETING ROOM
- LOBBY
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- OFFICE
- KITCHEN
- SERVICE
- FESTIVAL STREET
- GARDEN

**SQUARE FOOTAGE**

[EXISTING]	EXHIBIT SPACE	121,080
	MEETING SPACE	28,952
	BALLROOM	40,510
	OVERALL CC BUILDING AREA	441,000
[PROPOSED EASTERN FACILITY]	EXHIBIT SPACE	161,000
	MEETING SPACE	60,000
	BALLROOM / AUDITORIUM	120,500
	PROPOSED PPP DEVELOPMENT AREA	508,200
	OVERALL PROPOSED BUILDING AREA	2,022,500

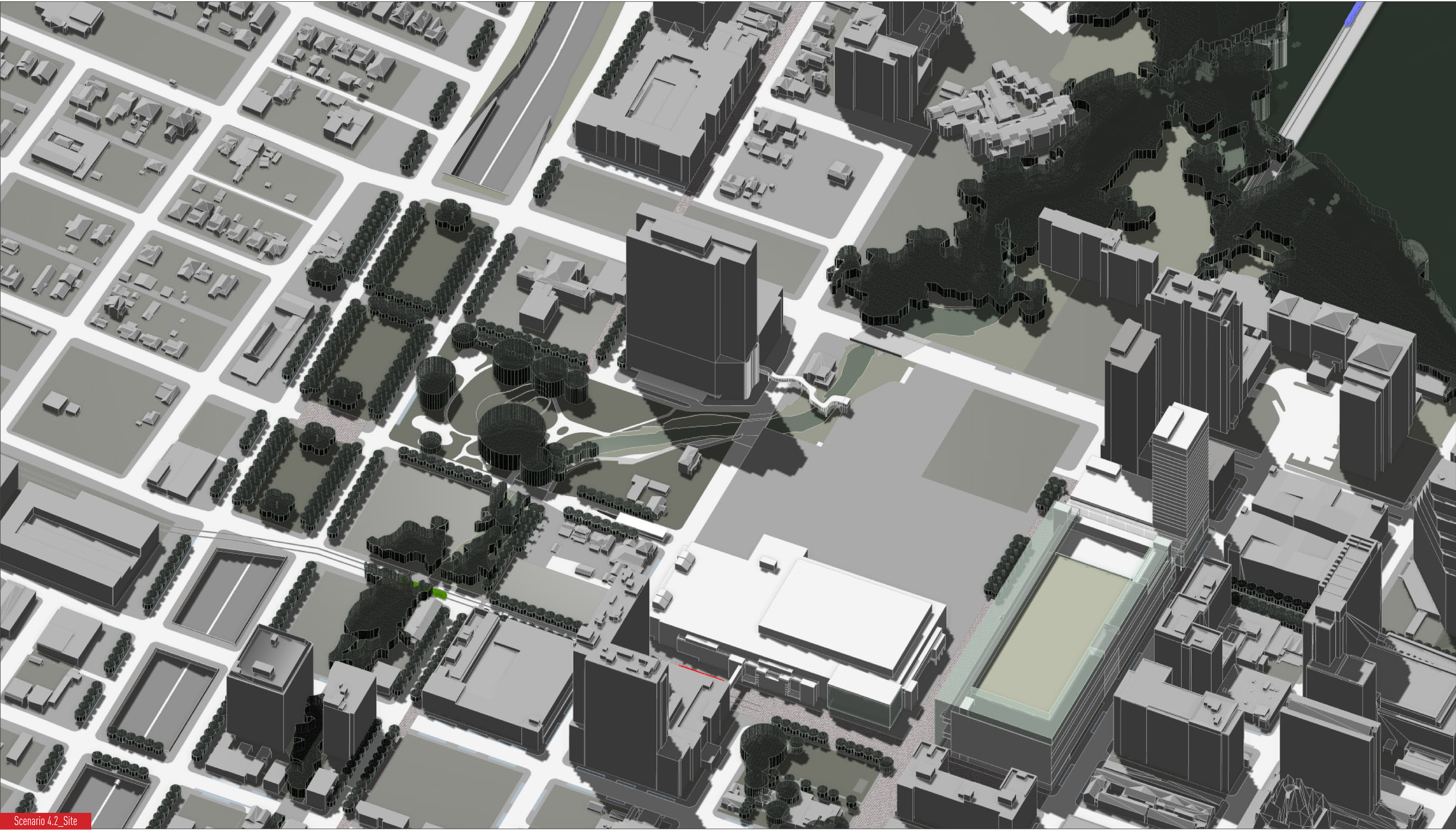
**SECTION**



**EXHIBITION HALLS\_529,000 SQUARE FEET**

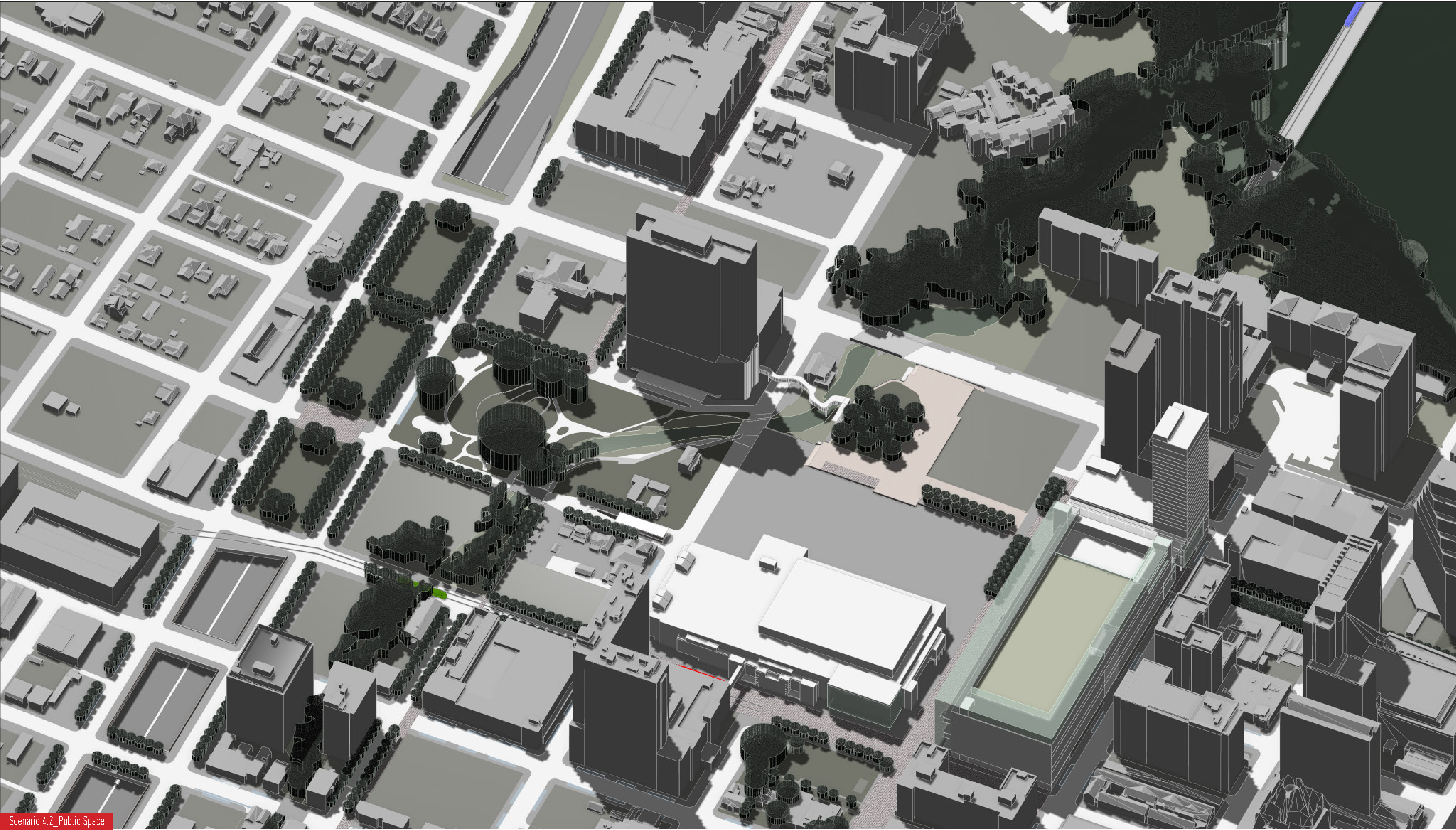
**SC\_4.2**





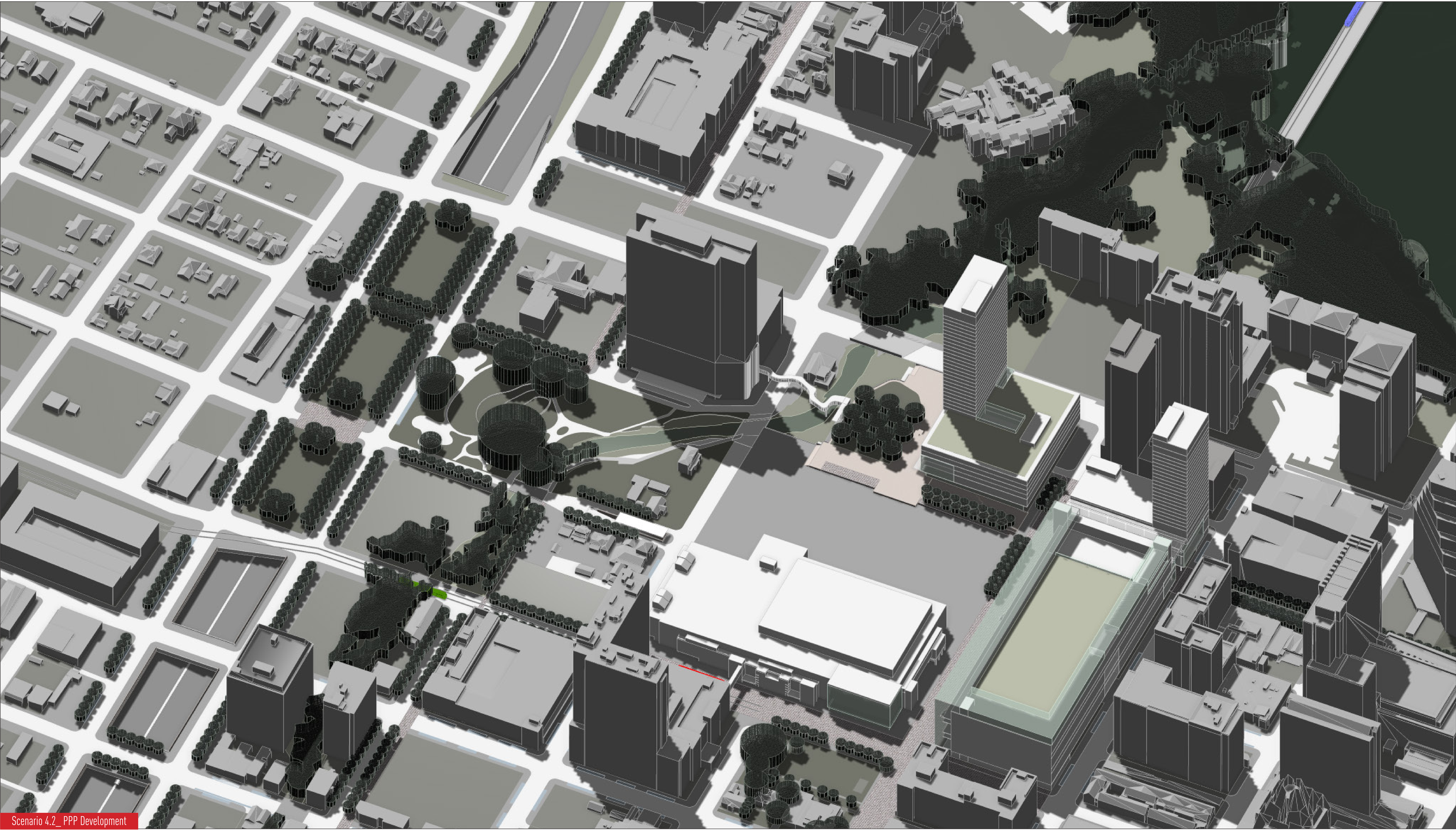
Scenario 4.2\_Site





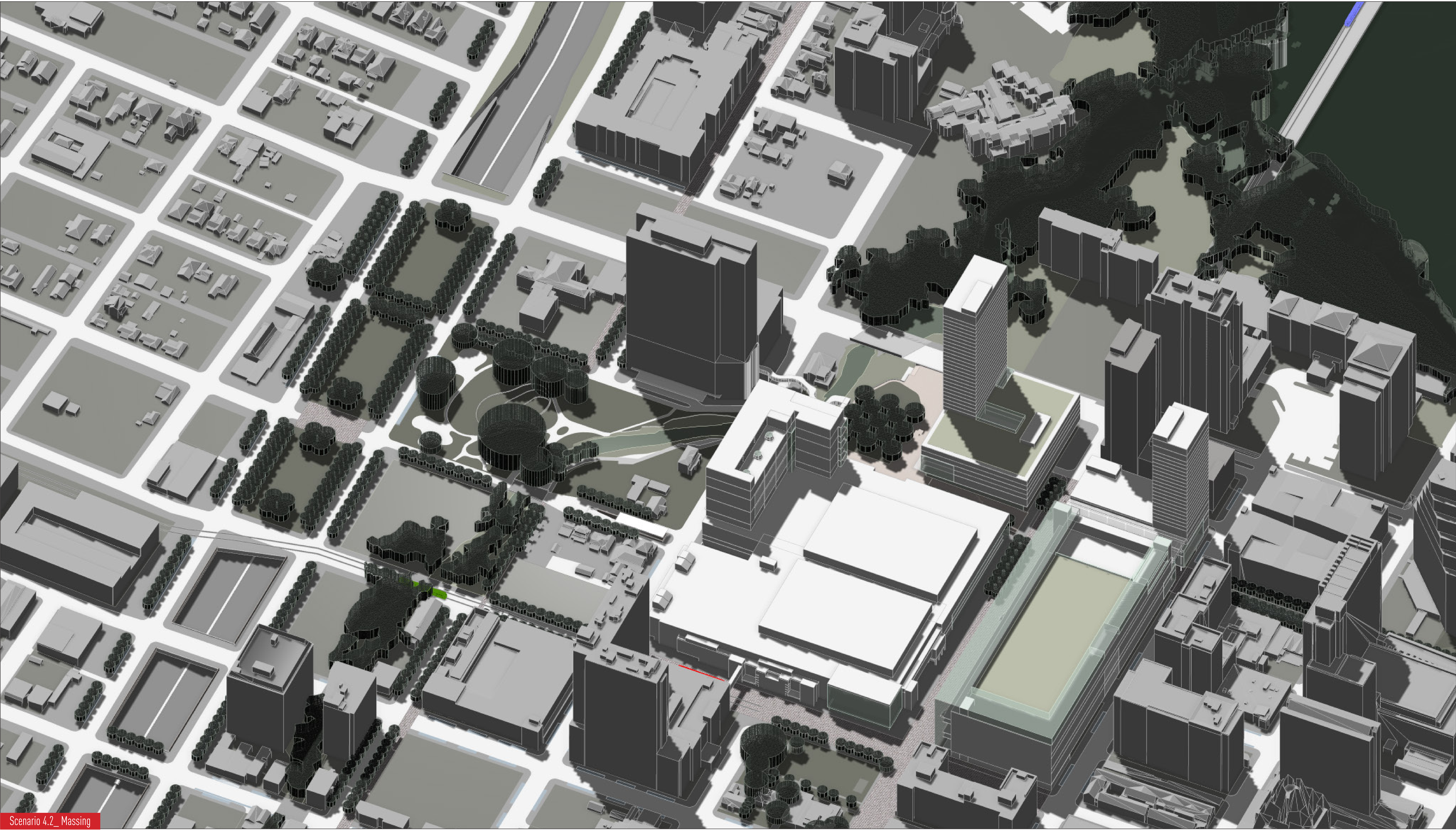
Scenario 4.2\_Public Space





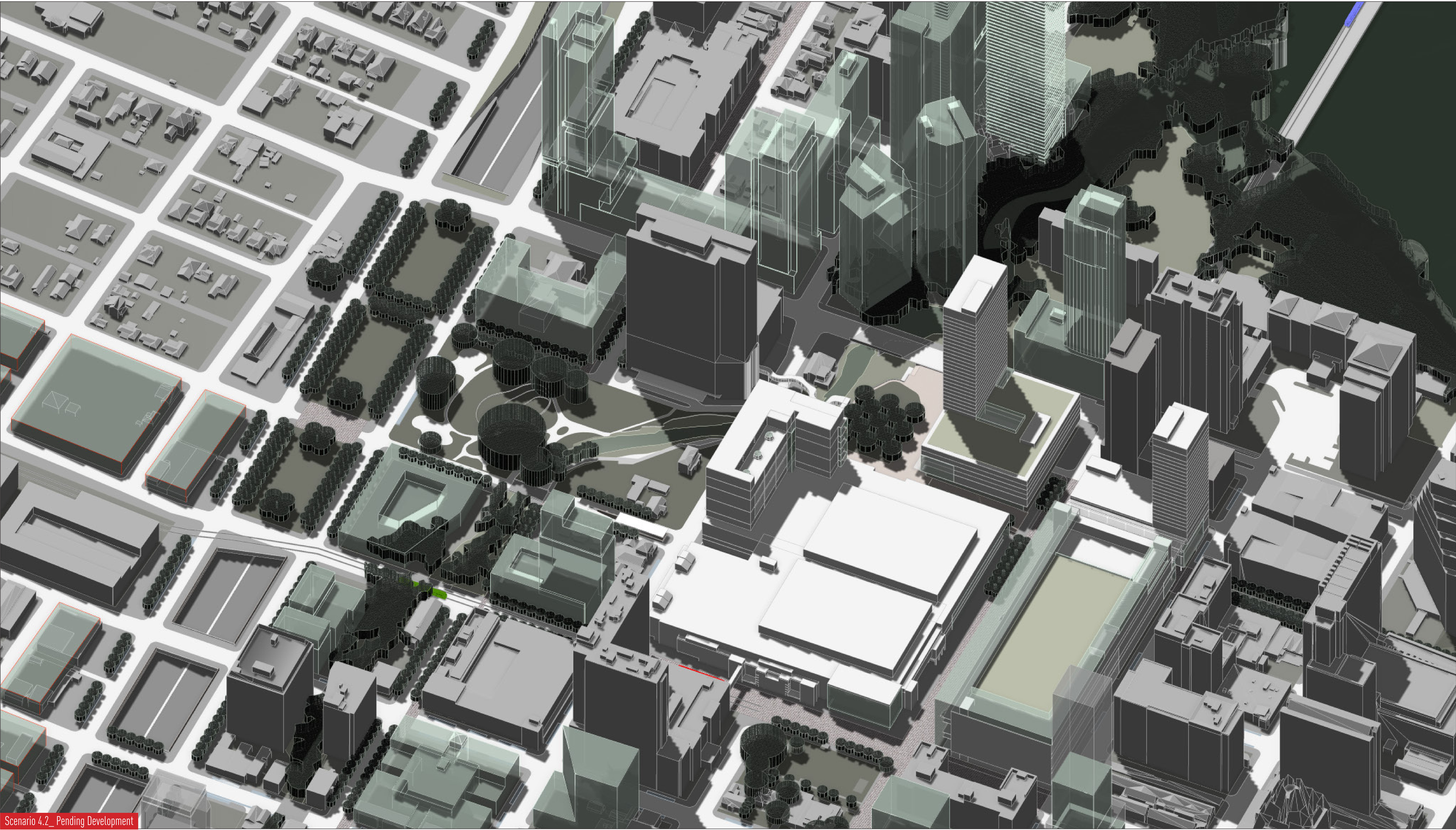
Scenario 4.2\_PPP Development





Scenario 4.2\_Massing

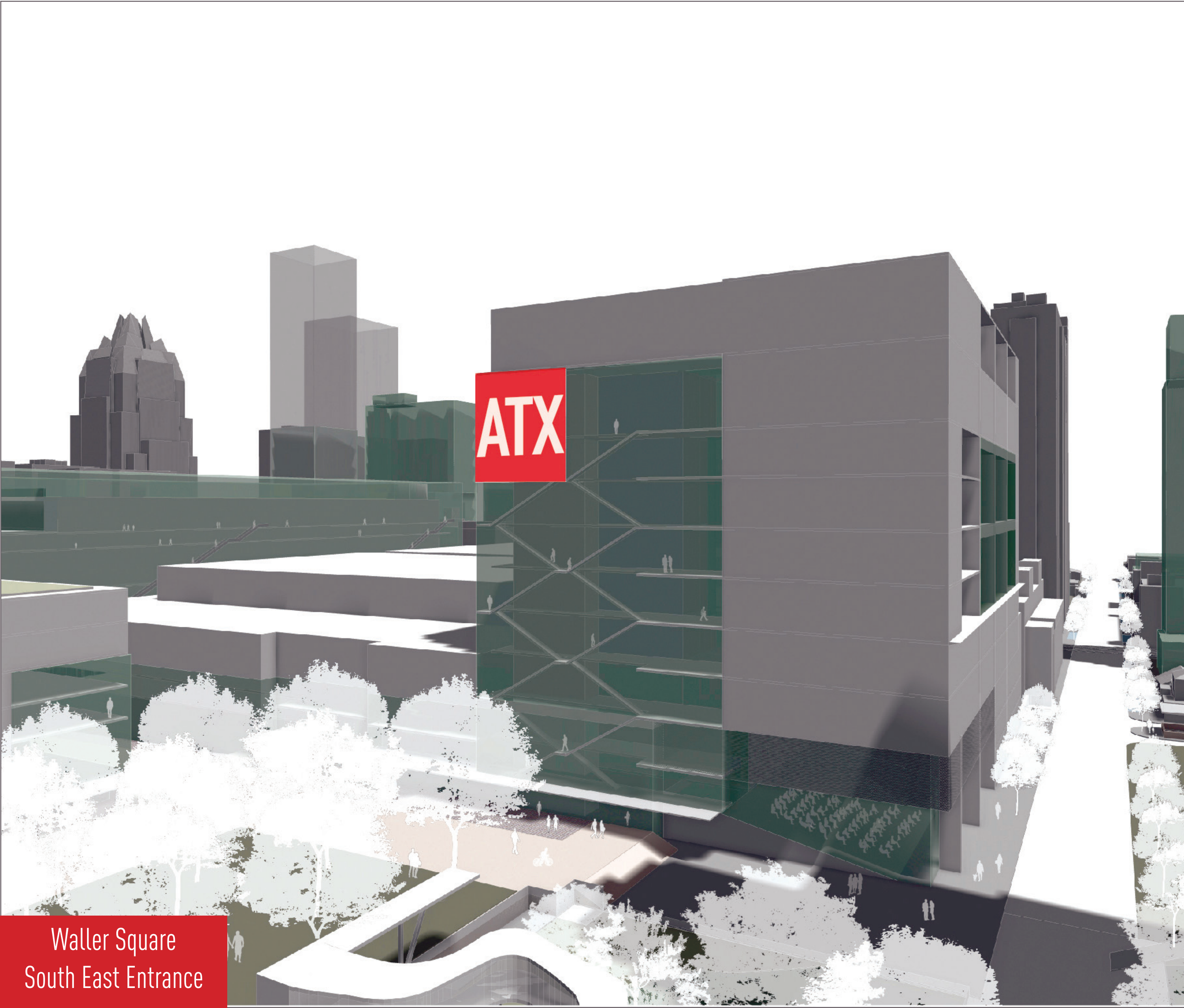




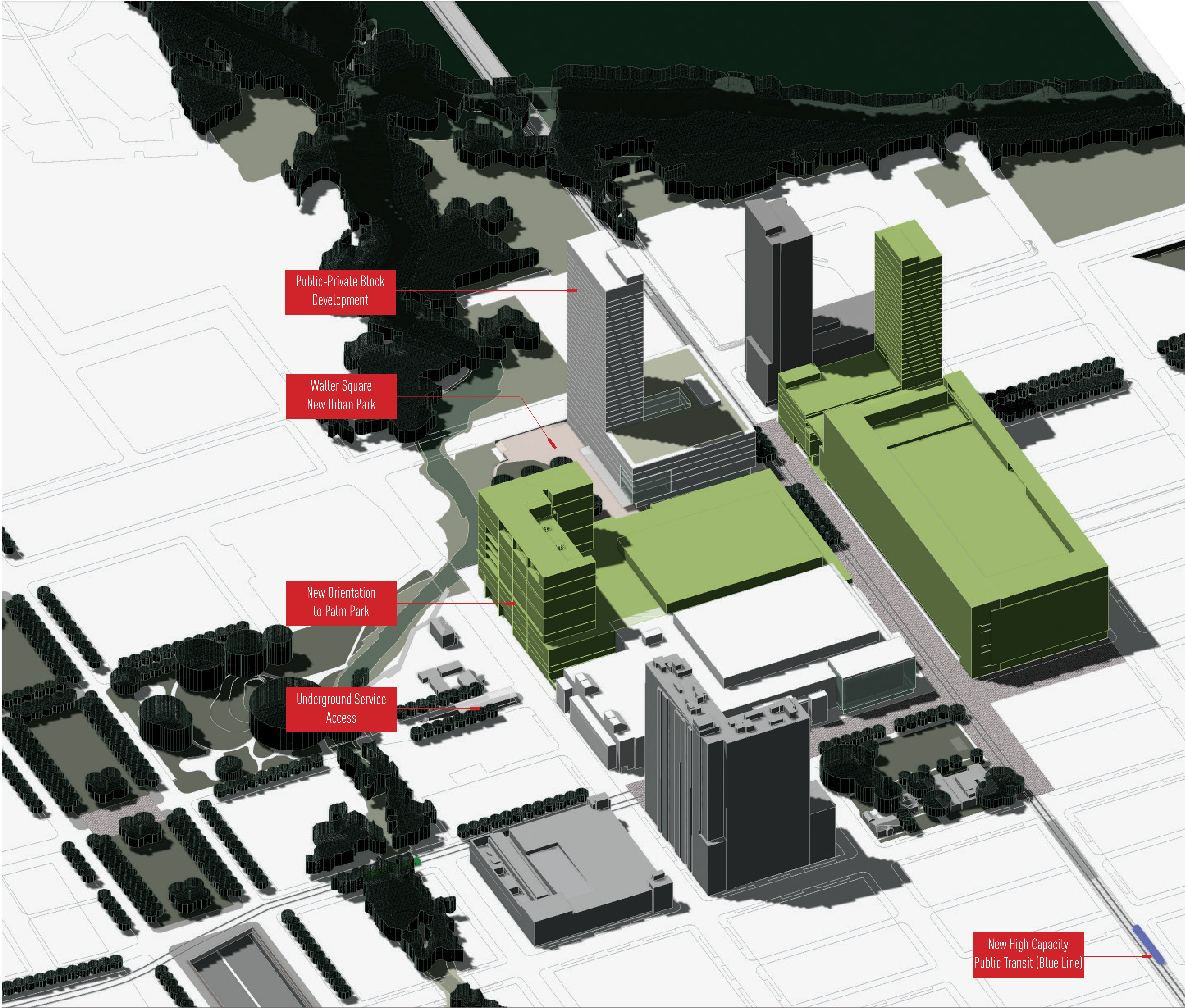
Scenario 4.2\_ Pending Development



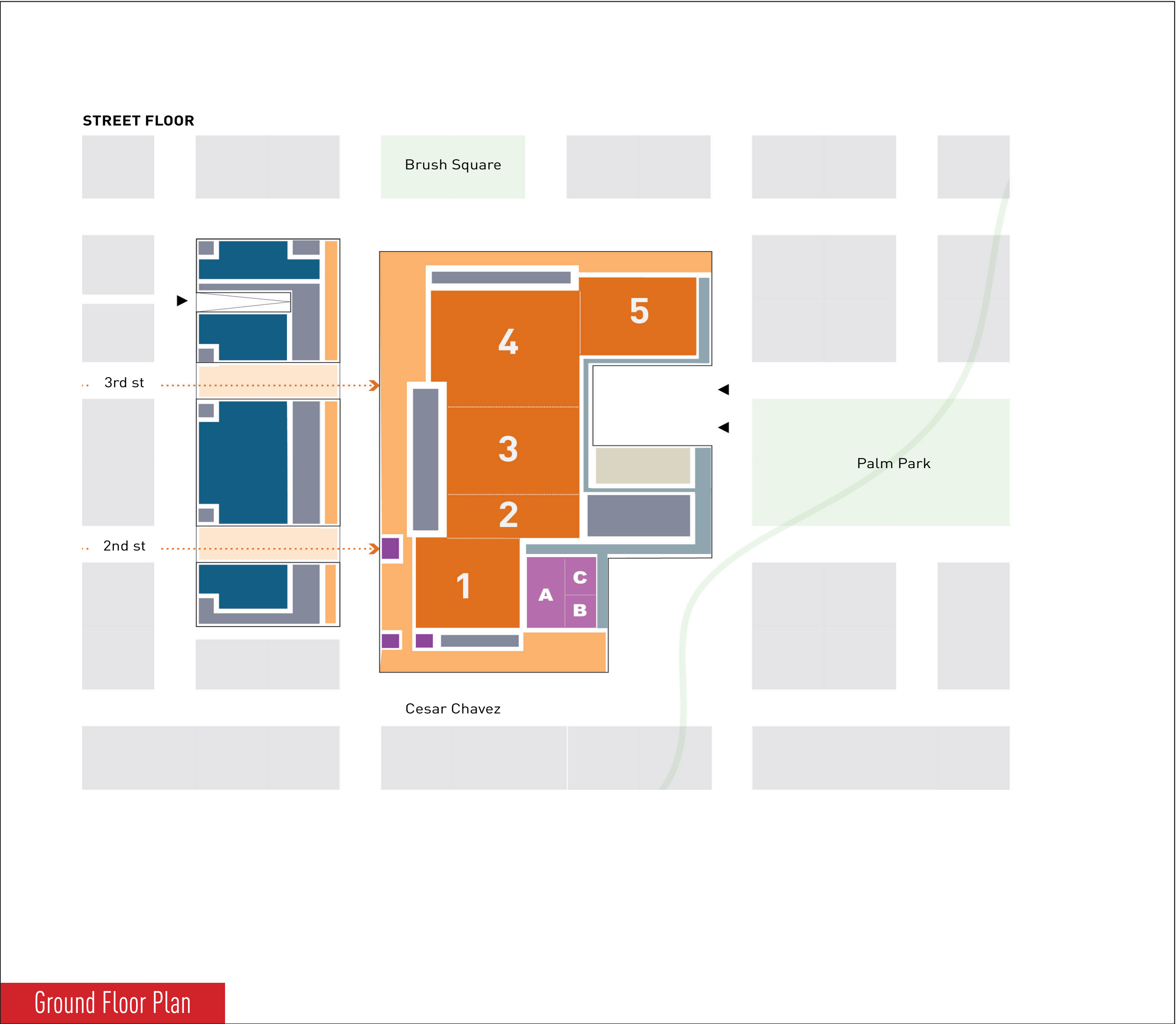
SCENARIO\_4.2



\_PUBLIC SPACE

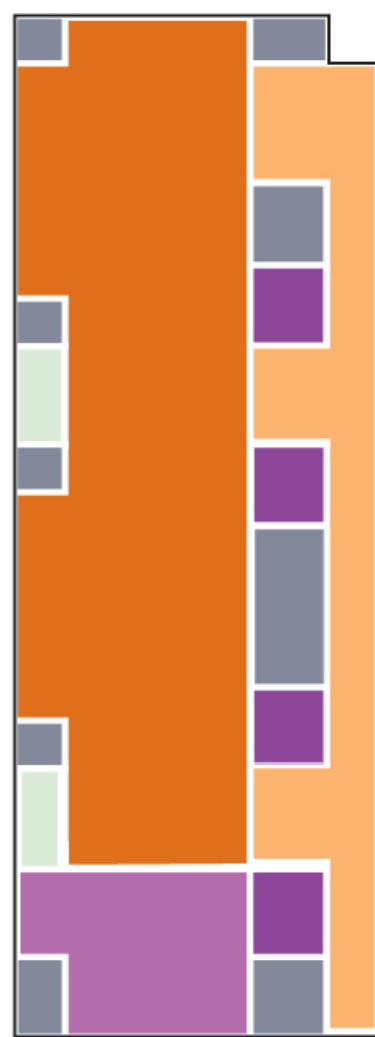




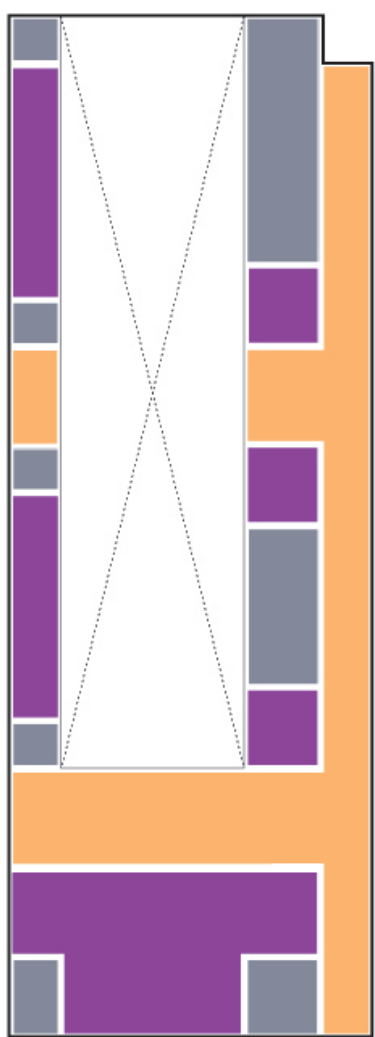


\_PROGRAMMING

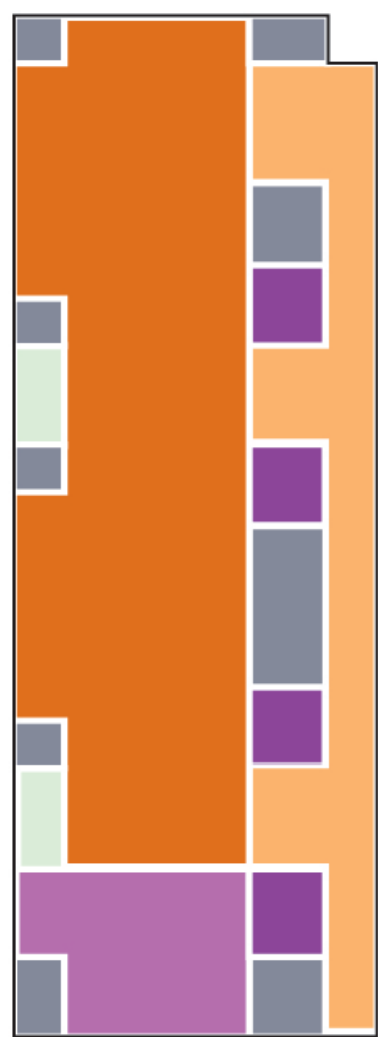
EXHIBITION HALLS\_507,000 SQUARE FEET



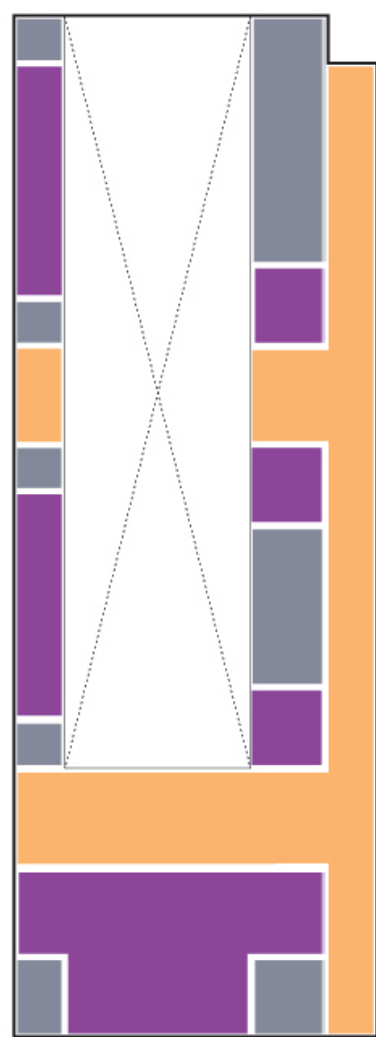
2<sub>F</sub>



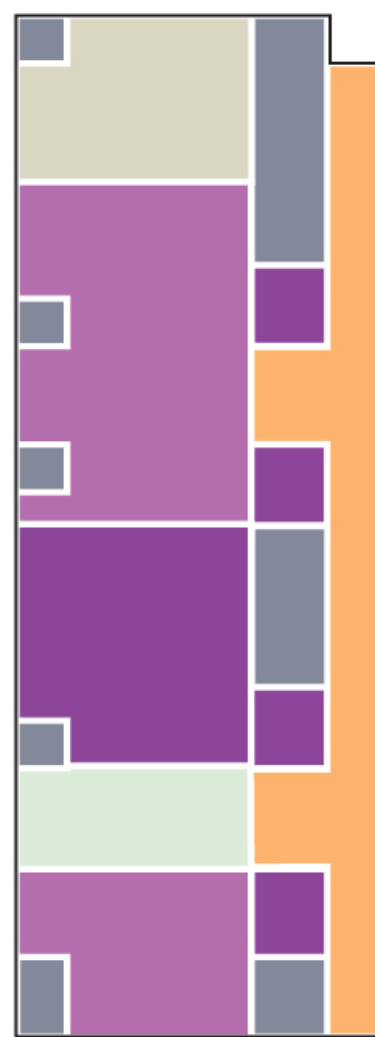
3<sub>F</sub>



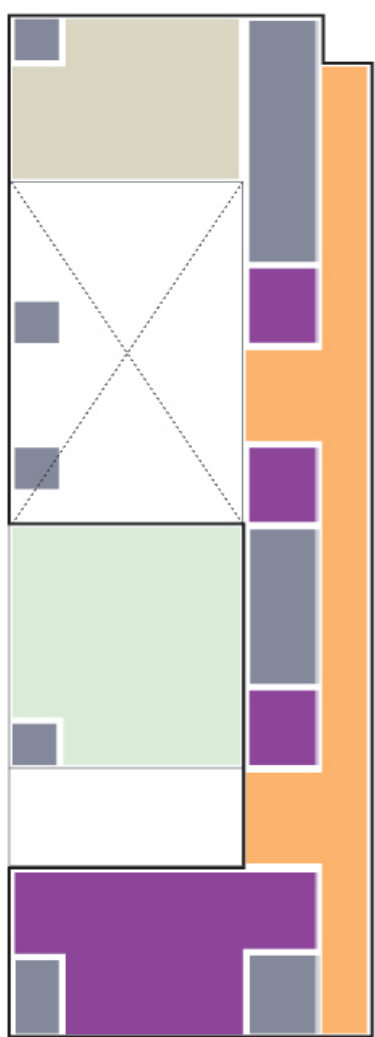
4<sub>F</sub>



5<sub>F</sub>



6<sub>F</sub>



7<sub>F</sub>

LEGEND

- PRE-FUNCTION
- EXHIBITION
- BALLROOM
- MEETING ROOM
- SERVICE
- GARDEN
- LOBBY
- RETAIL
- OFFICE
- KITCHEN
- FESTIVAL STREET

SQUARE FOOTAGE

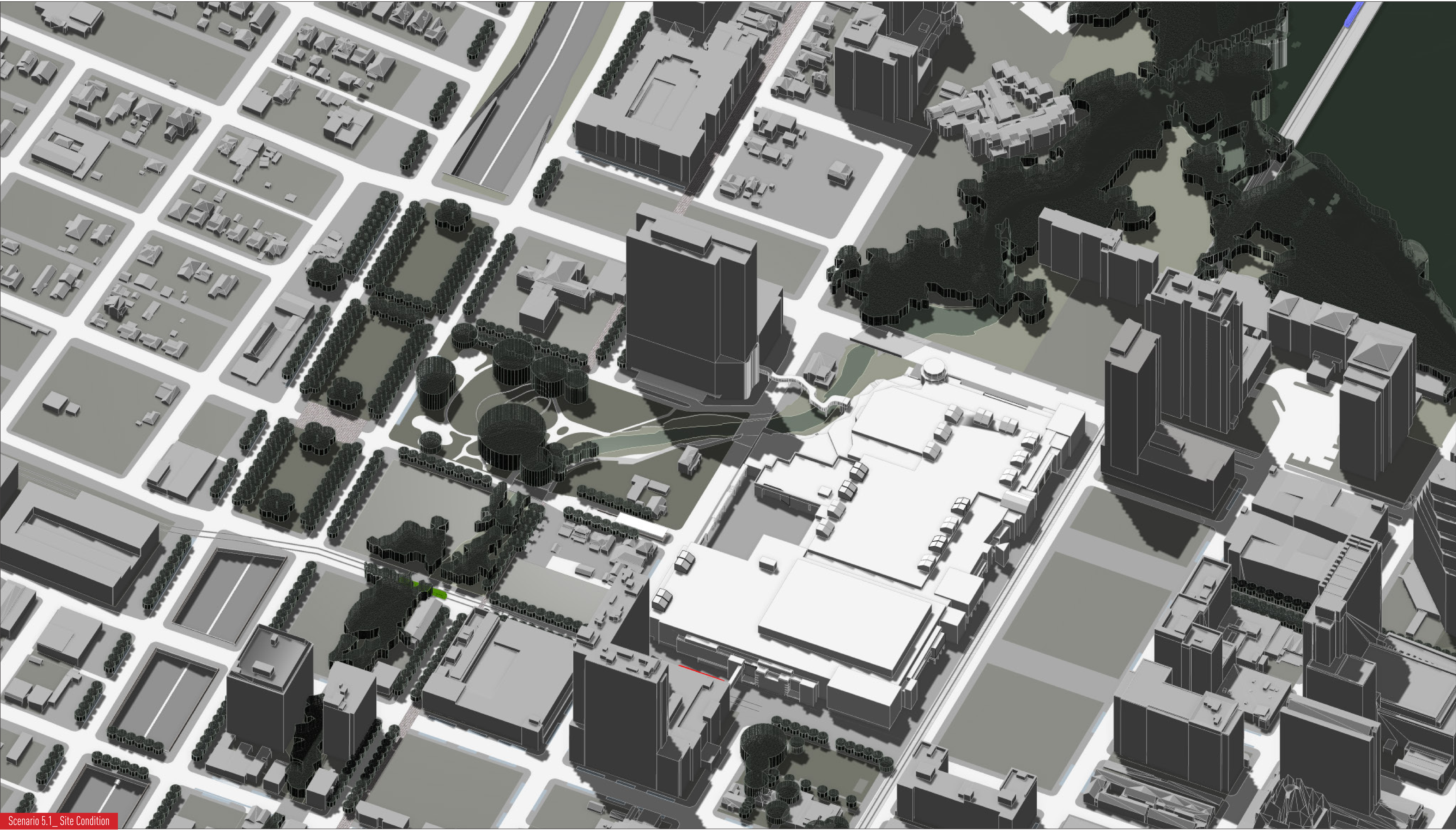
[EXISTING]	EXHIBIT SPACE	247,000
	MEETING SPACE	55,800
	BALLROOM	63,920
[PROPOSED WESTERN FACILITY]	OVERALL CC BUILDING AREA	881,000
	EXHIBIT SPACE	260,000
	MEETING SPACE	209,500
	BALLROOM	75,000
	OVERALL PROPOSED BUILDING AREA	1,632,300

SECTION



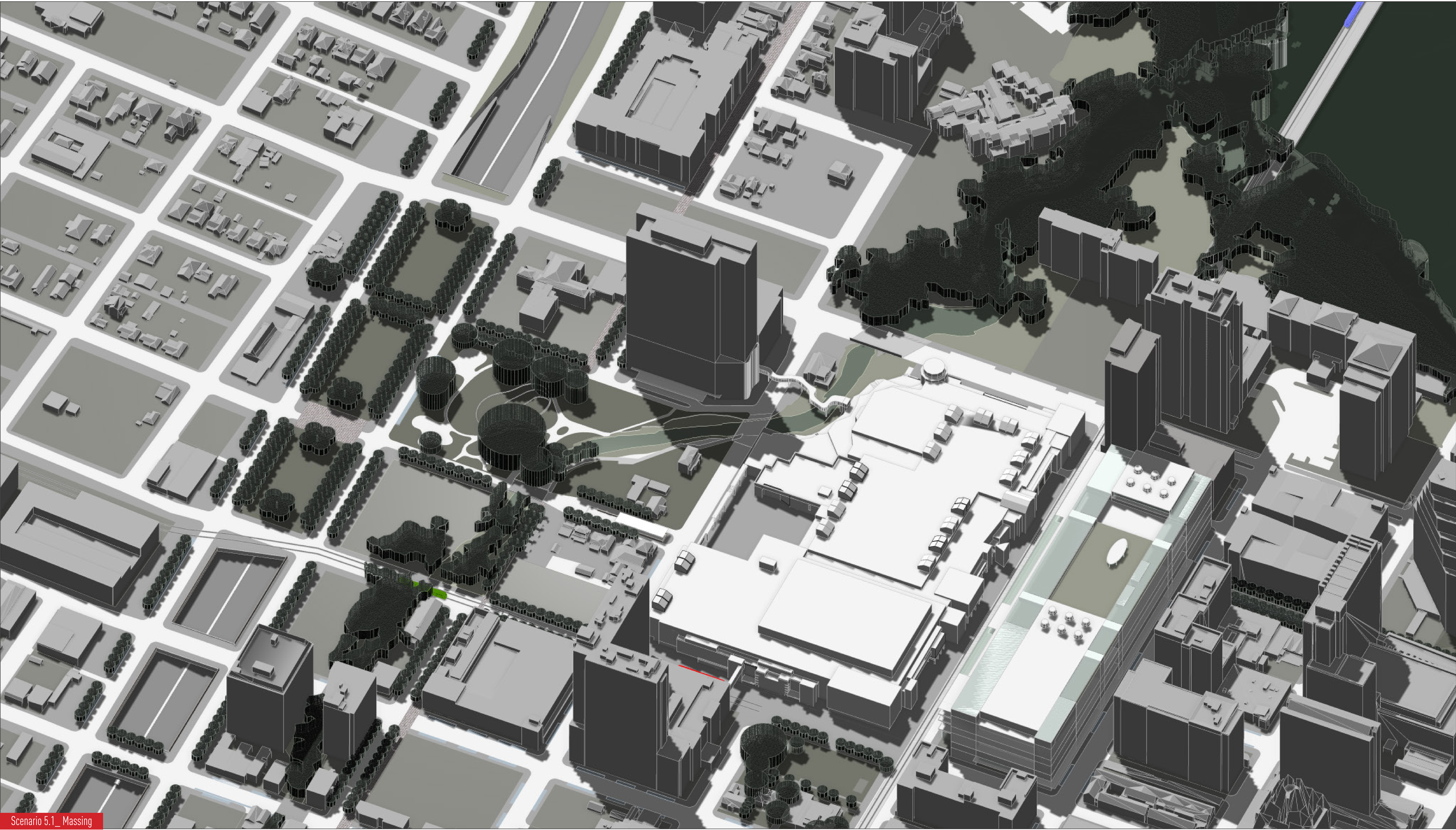
SC\_5.1





Scenario 5.1 \_ Site Condition

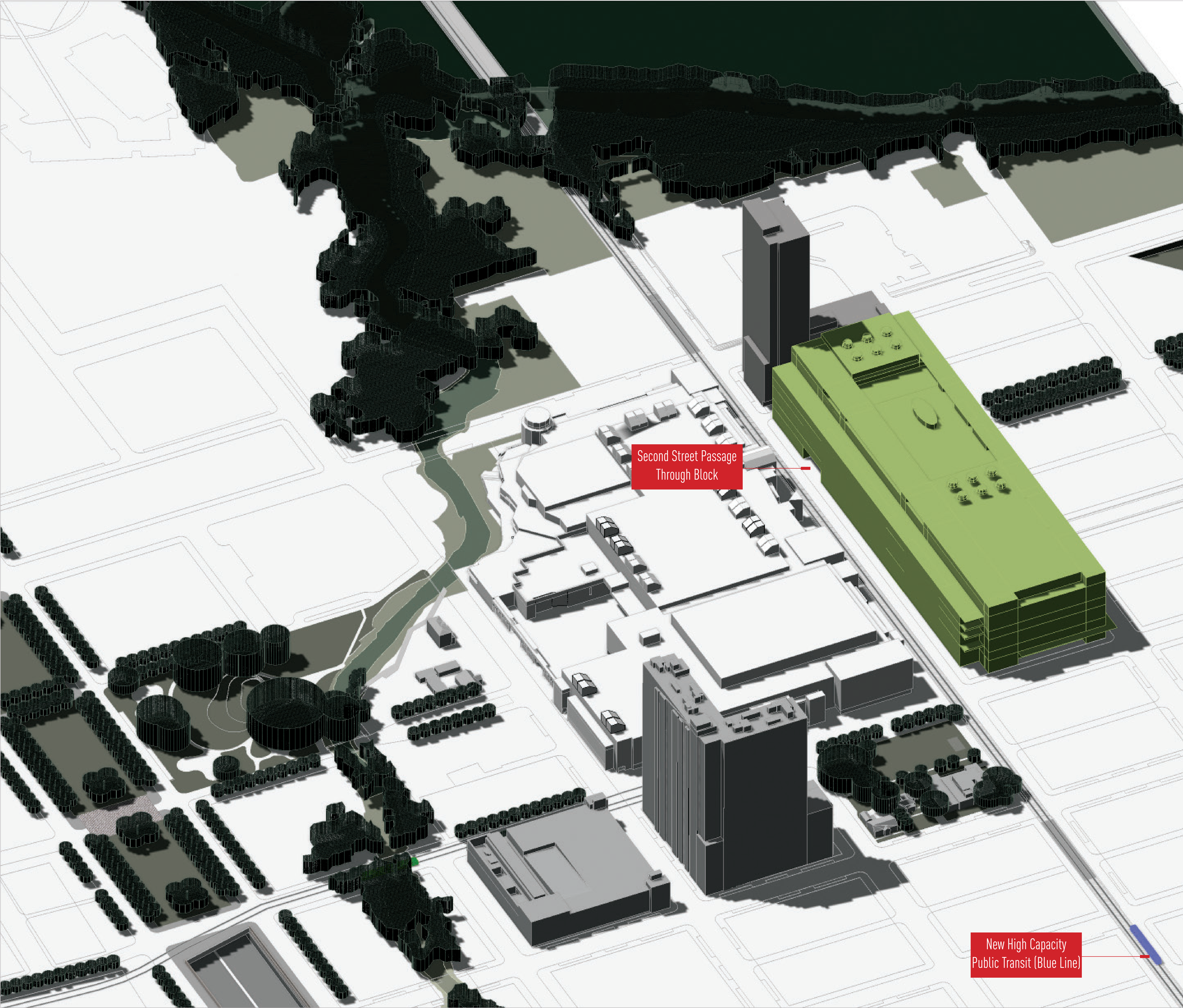




Scenario 5.1\_Massing

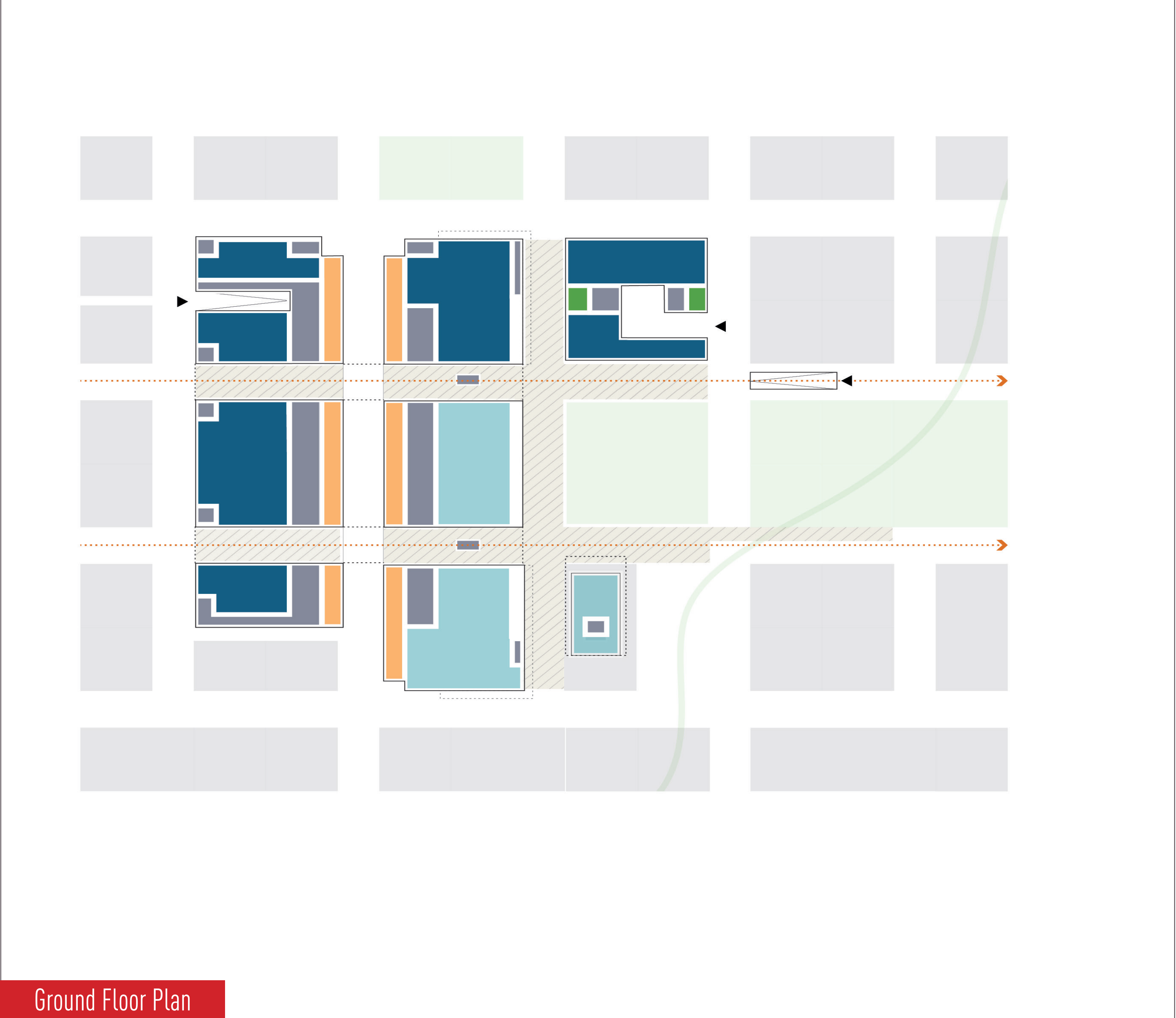


SCENARIO\_5.1



\_PUBLIC SPACE



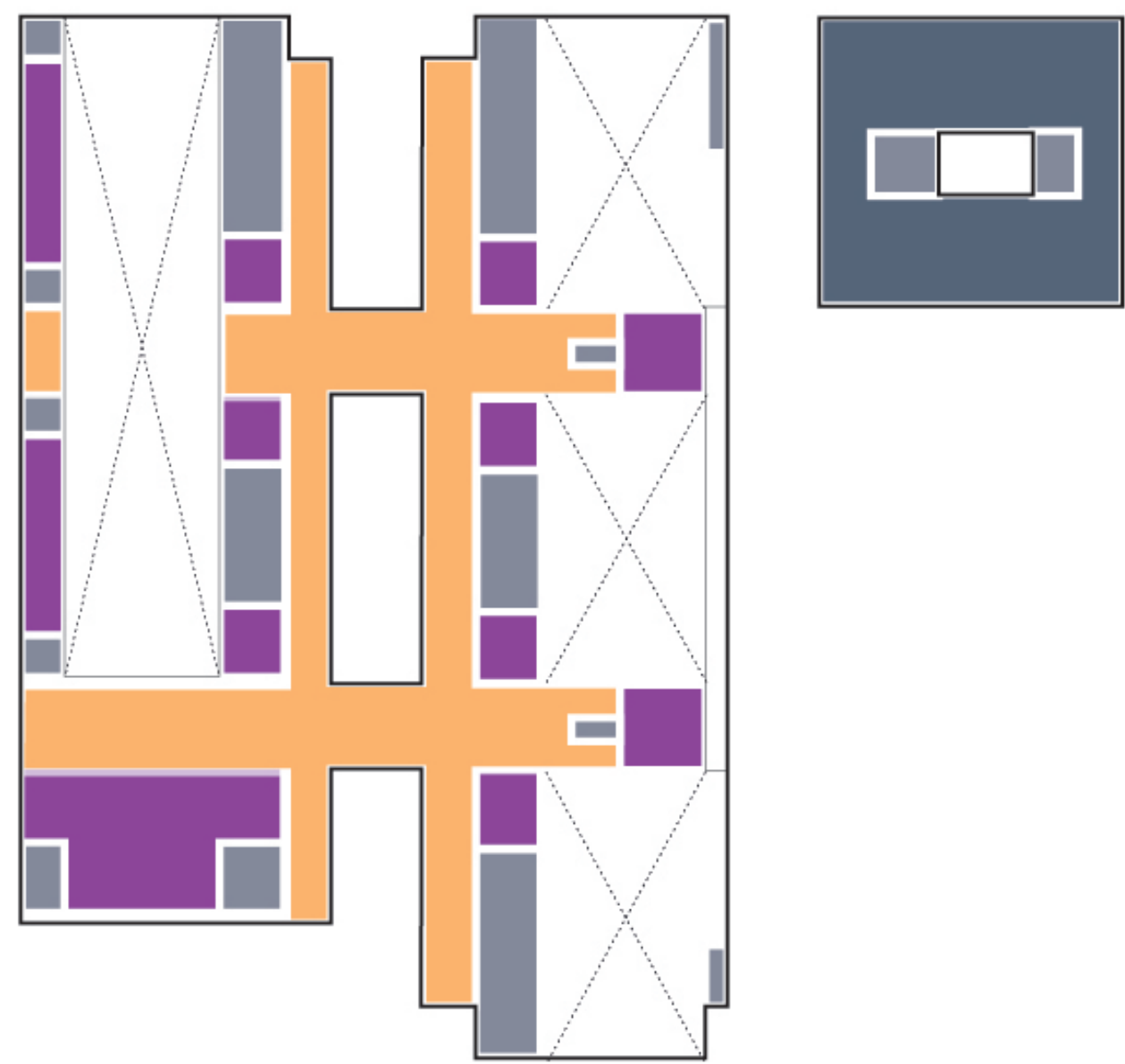


**\_PROGRAMMING**

**EXHIBITION HALLS**\_414,000 SQUARE FEET



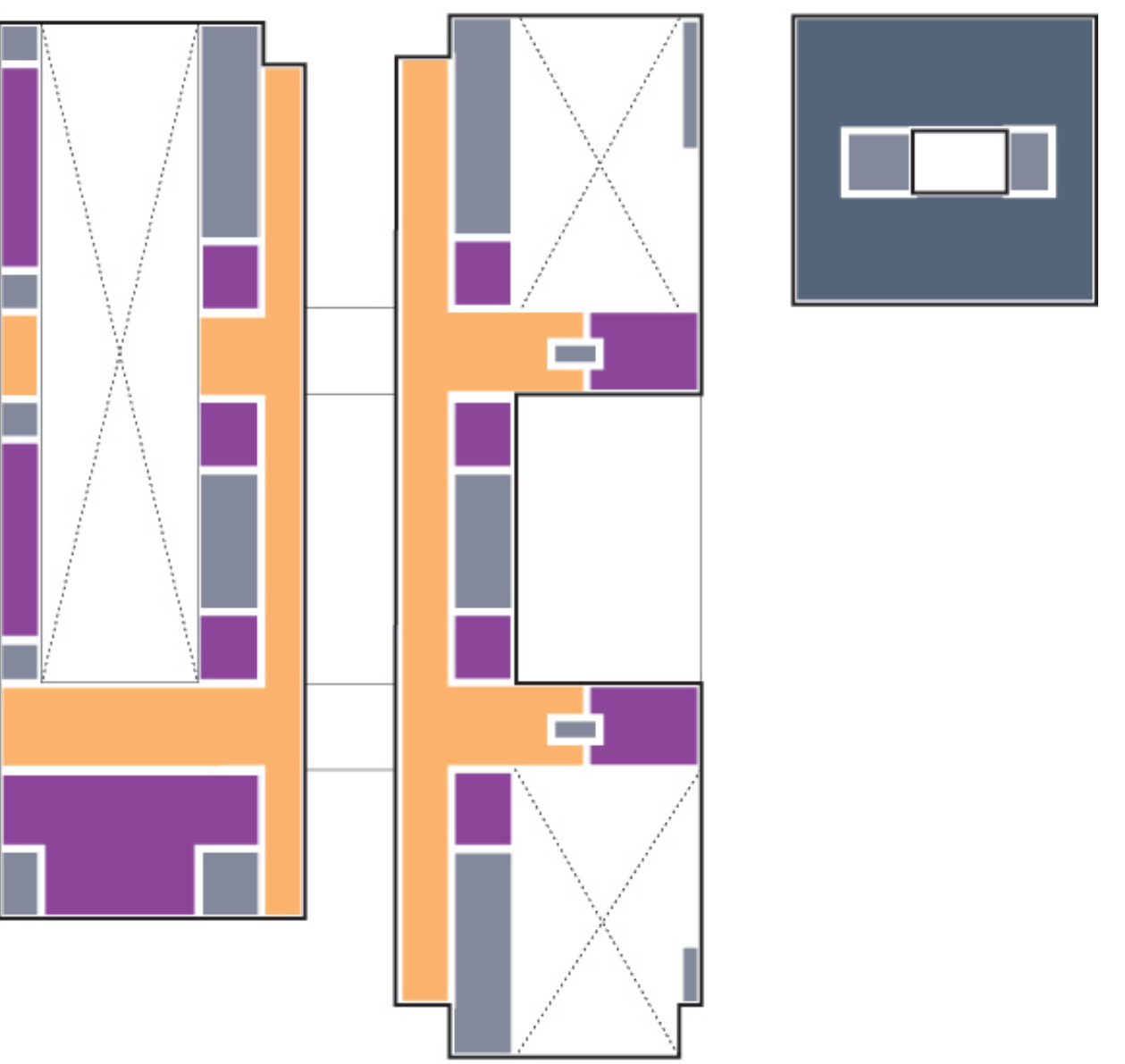
**2F**



**3F**



**4F**



**5F**



**6F**



**TOWERS**

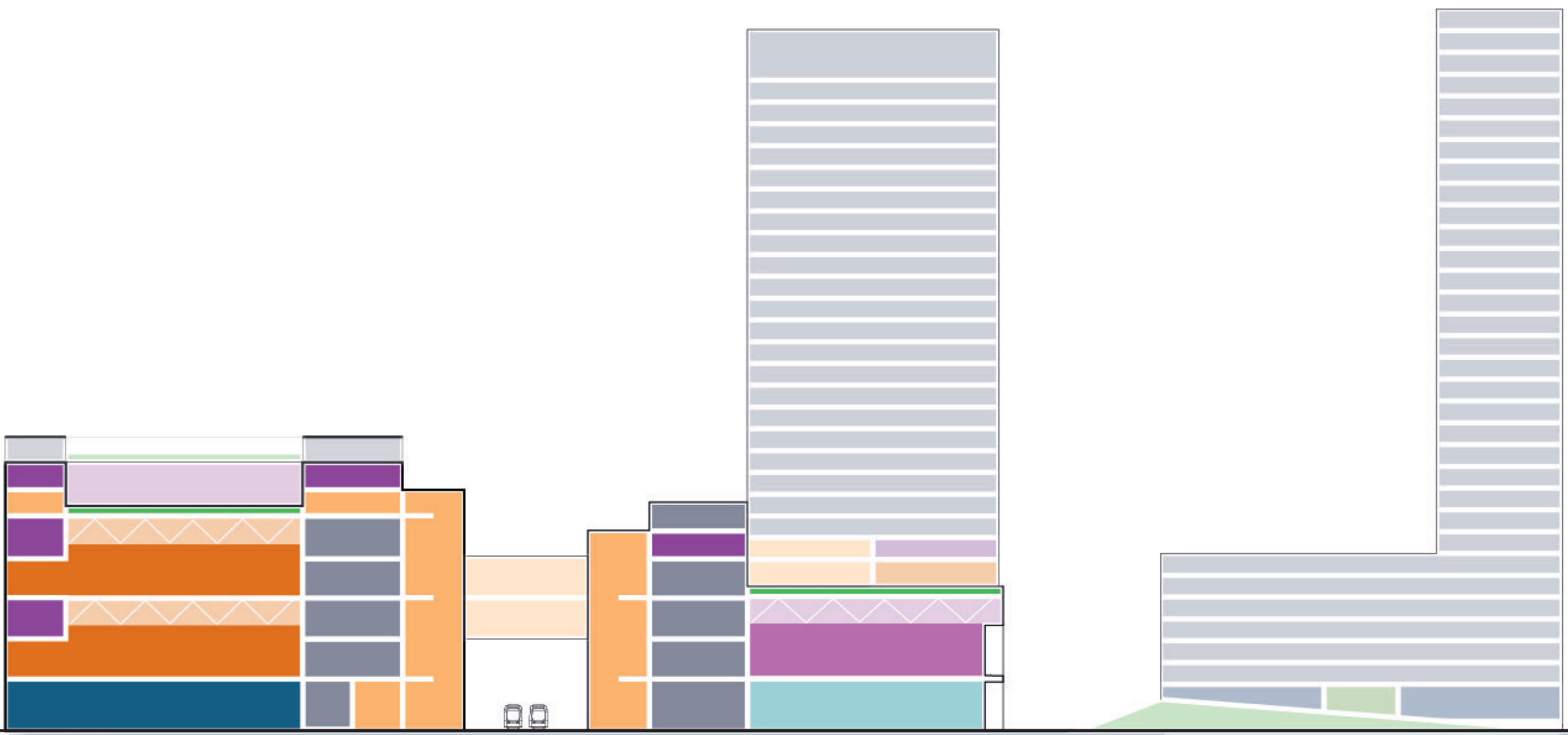
**LEGEND**

- PRE-FUNCTION
- EXHIBITION
- BALLROOM
- MEETING ROOM
- SERVICE
- GARDEN
- LOBBY
- RETAIL
- OFFICE
- KITCHEN
- FESTIVAL STREET

**SQUARE FOOTAGE**

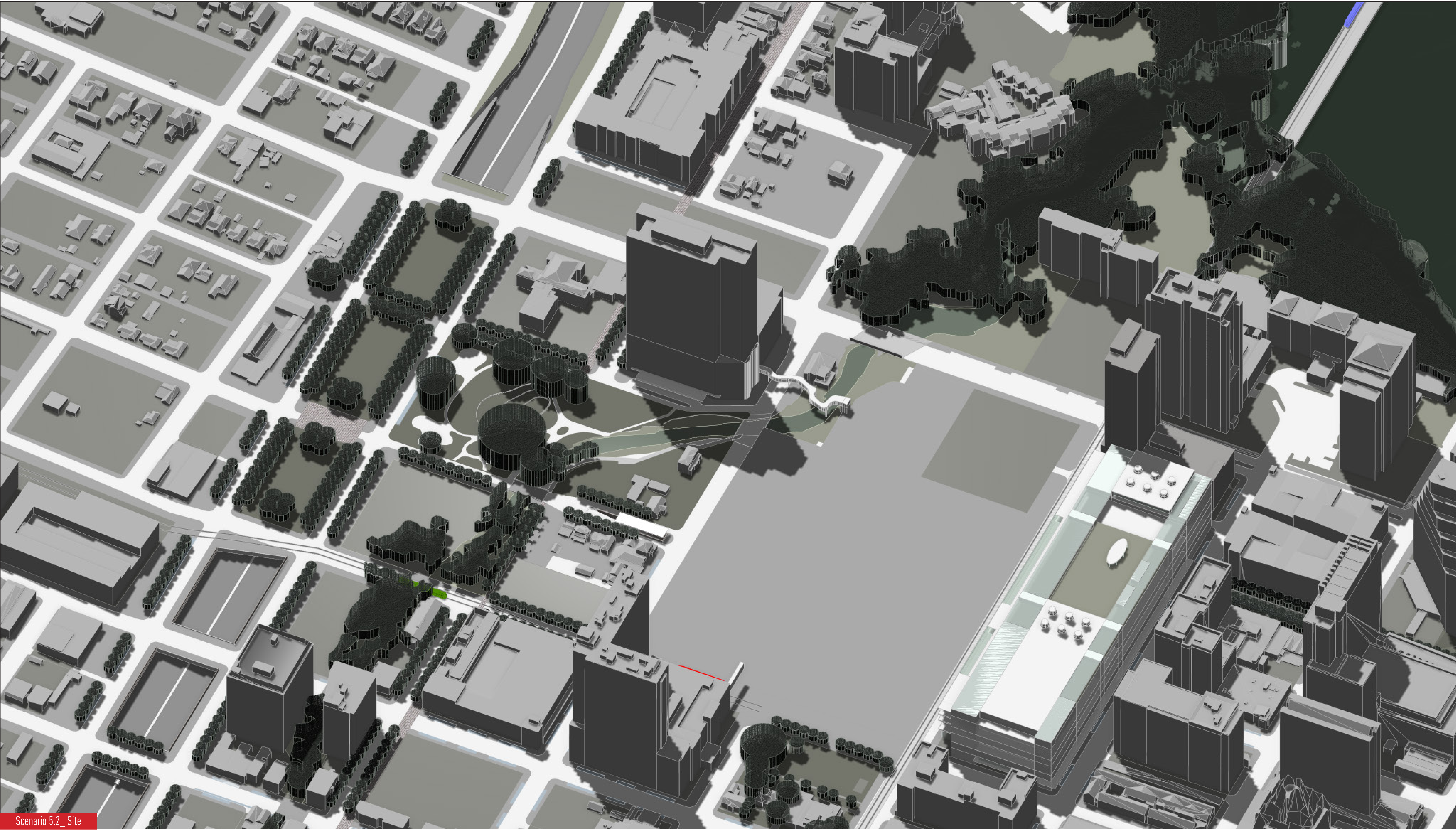
[PROPOSED EASTERN FACILITY]	EXHIBIT SPACE	154,000
	MEETING SPACE	90,000
	BALLROOM	93,500
	PROPOSED PPP DEVELOPMENT AREA	1,000,000
	PROPOSED COMMUNITY FACILITY	127,000
	OVERALL PROPOSED BUILDING AREA	2,688,600
	PEDESTRIAN PROMENADE AND PARK	253,000

**SECTION**



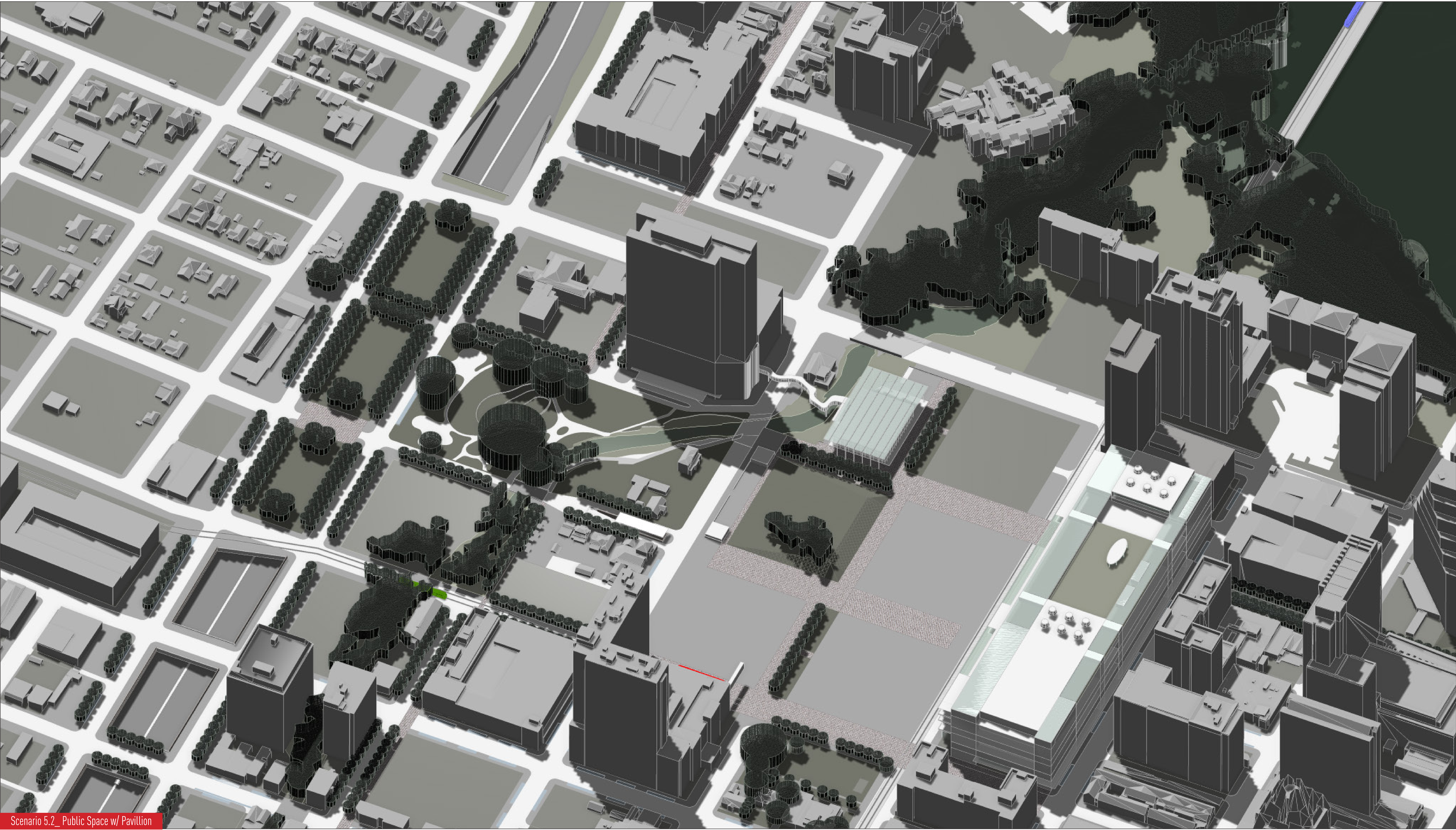
**SC\_5.2**





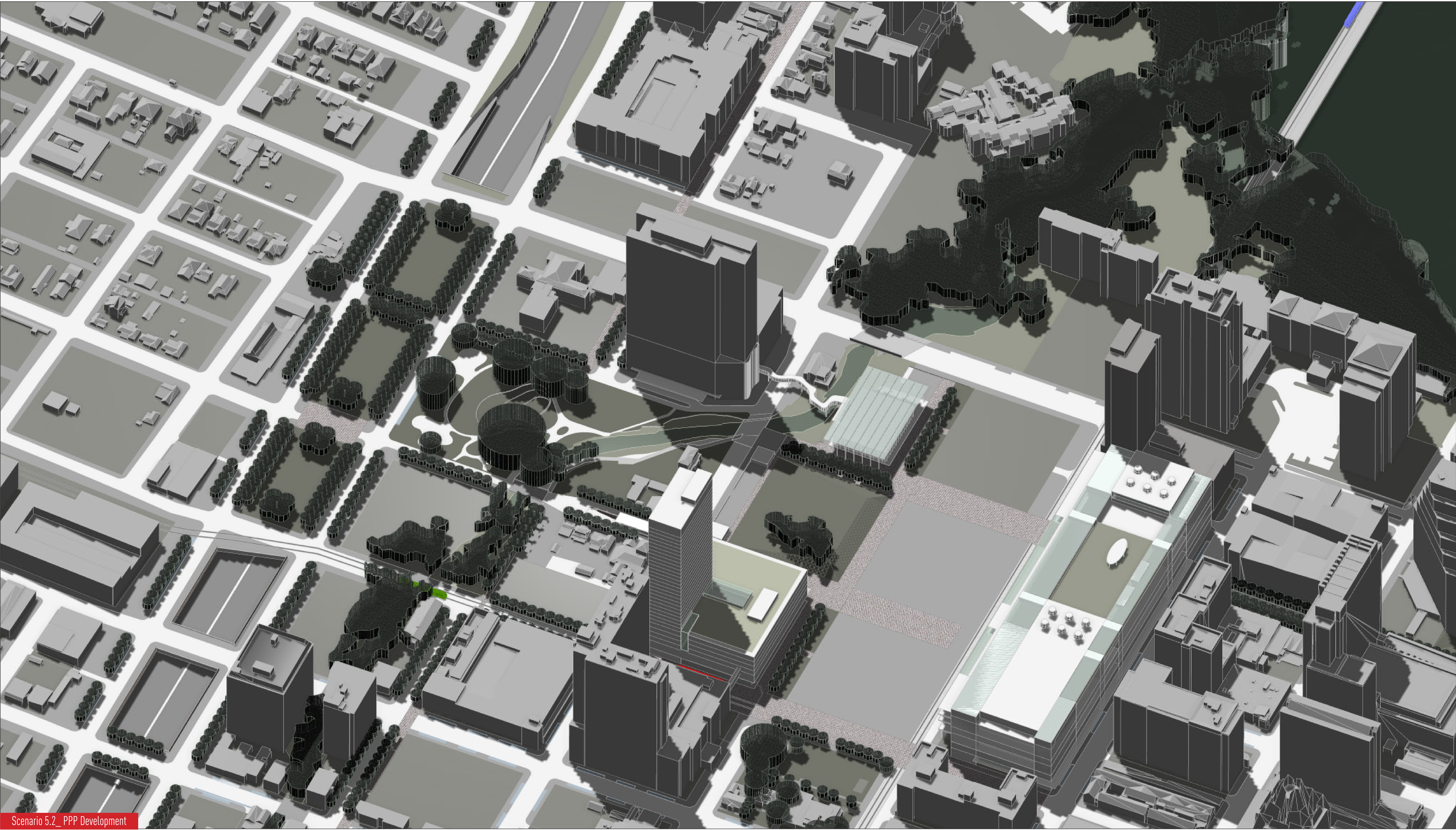
Scenario 5.2\_Site





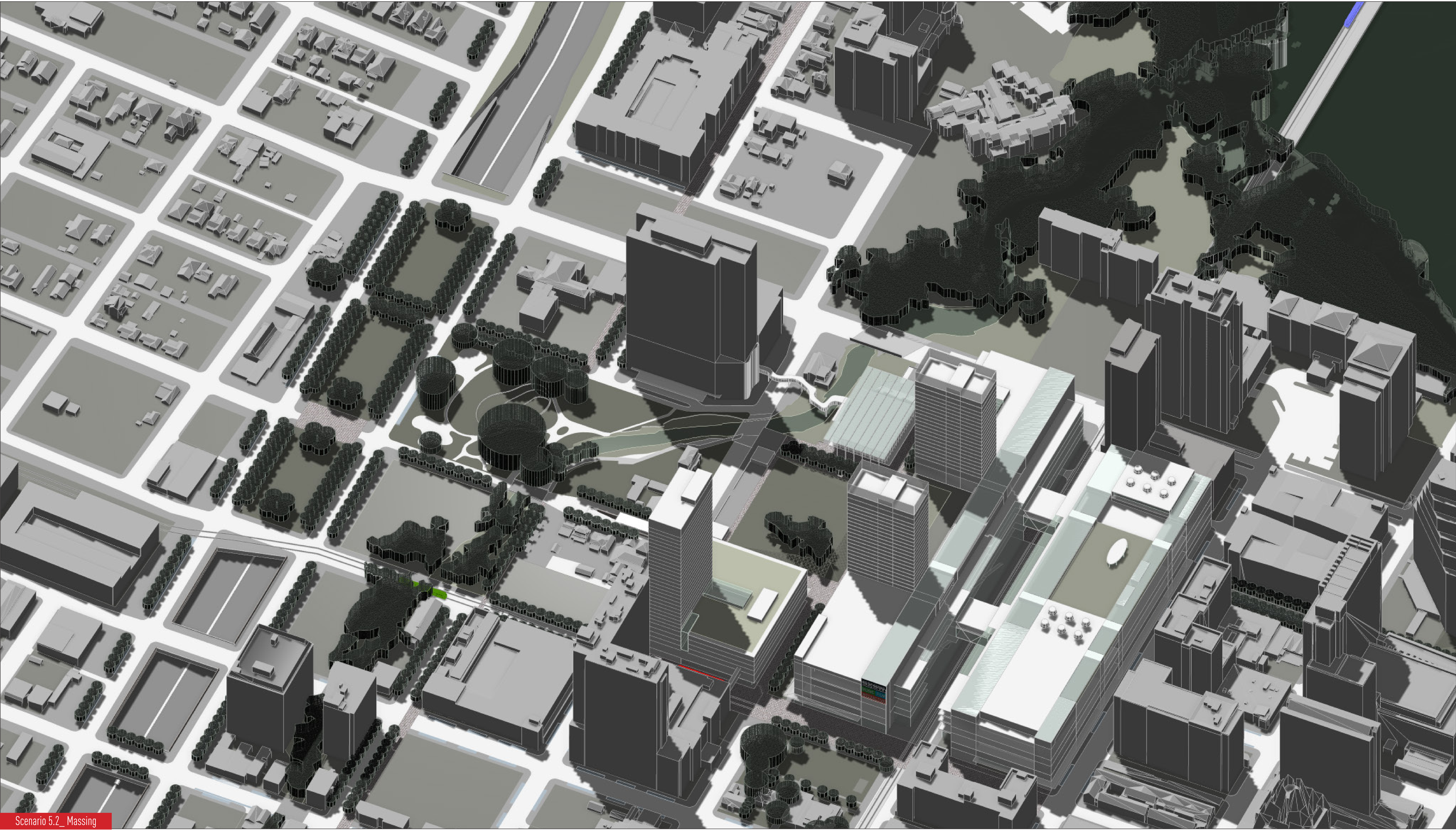
Scenario 5.2\_ Public Space w/ Pavilion





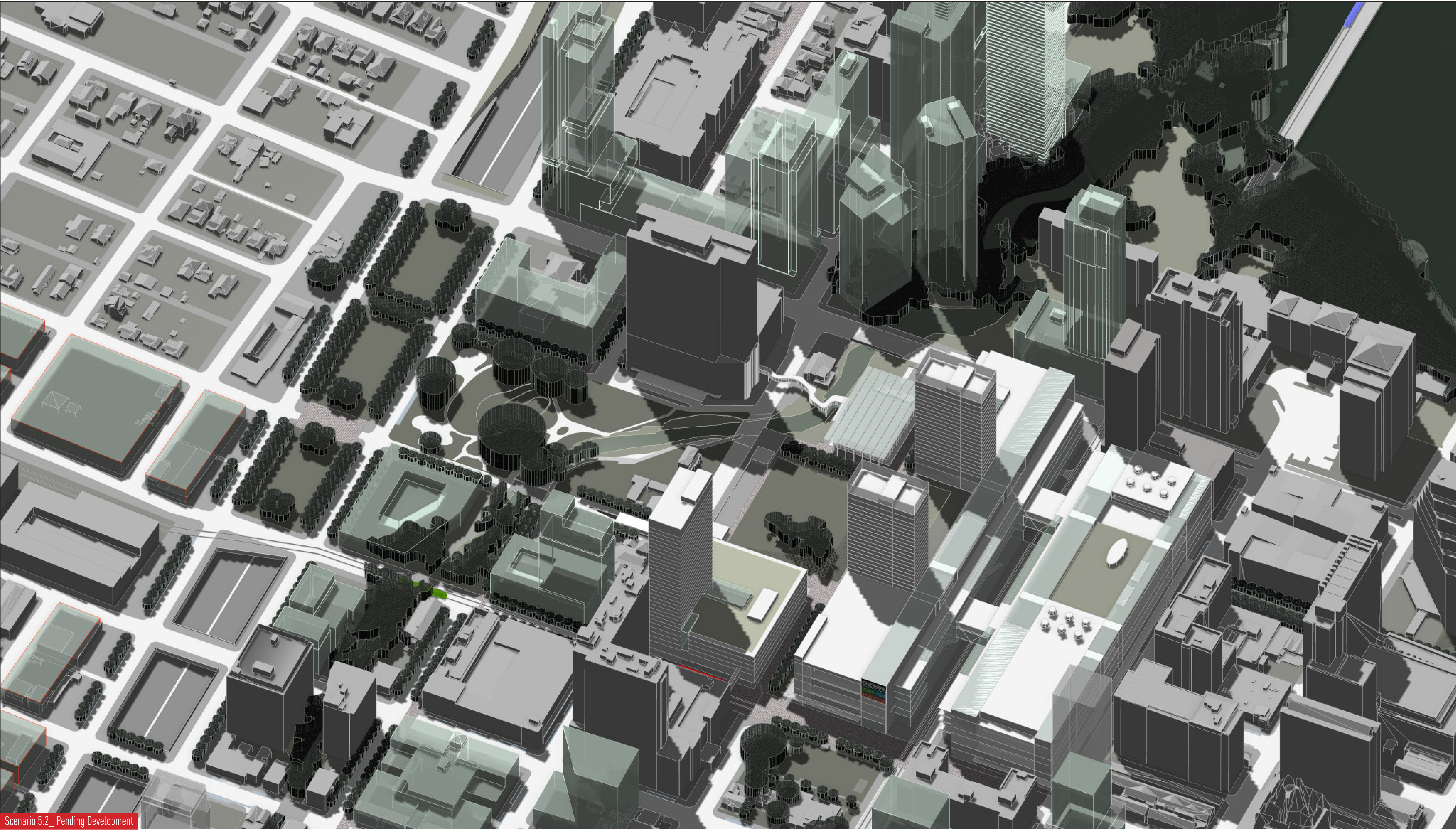
Scenario 5.2\_PPP Development





Scenario 5.2\_Massing

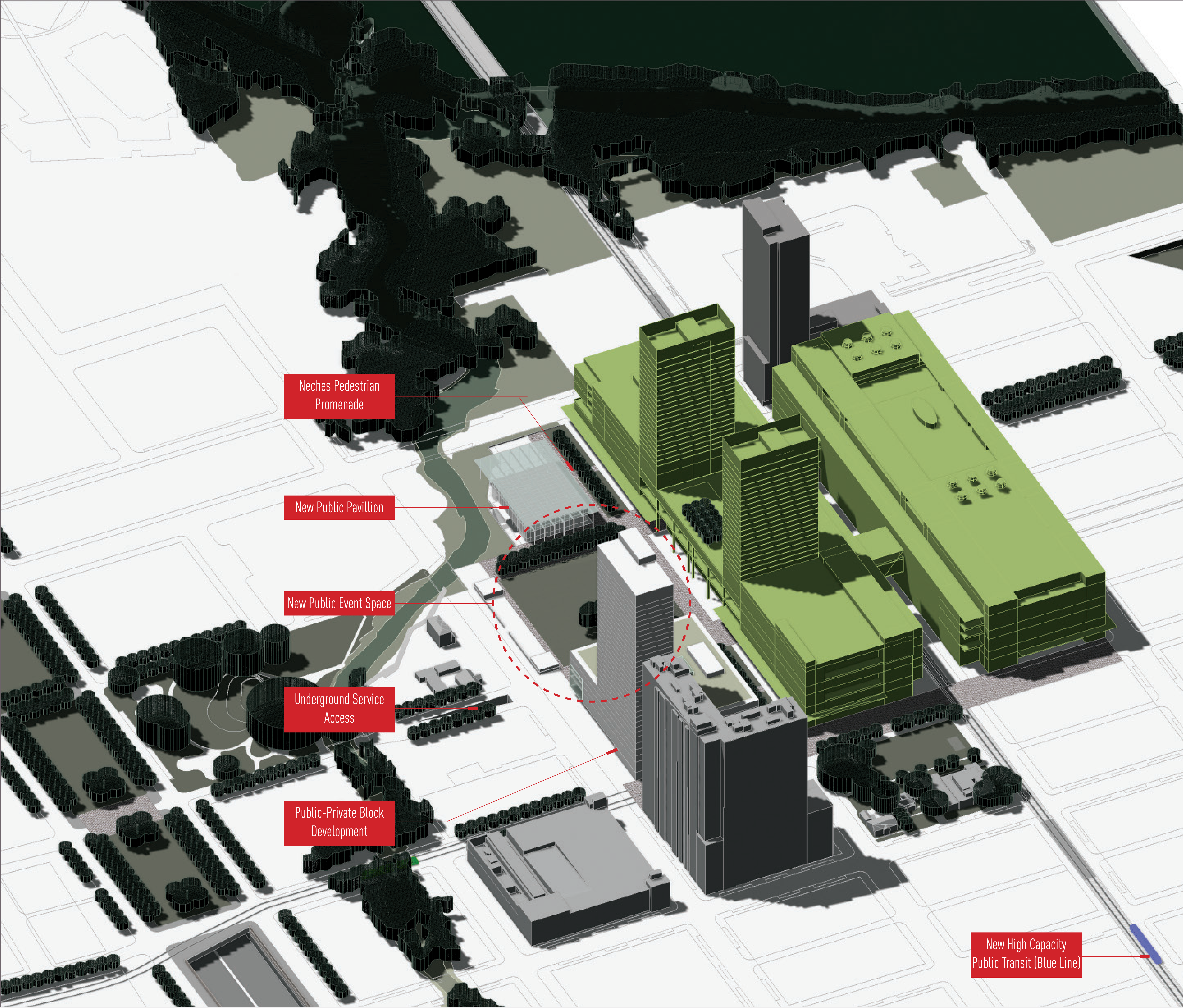




Scenario 5.2\_ Pending Development



SCENARIO\_5.2



\_PUBLIC SPACE



SCENARIO\_1

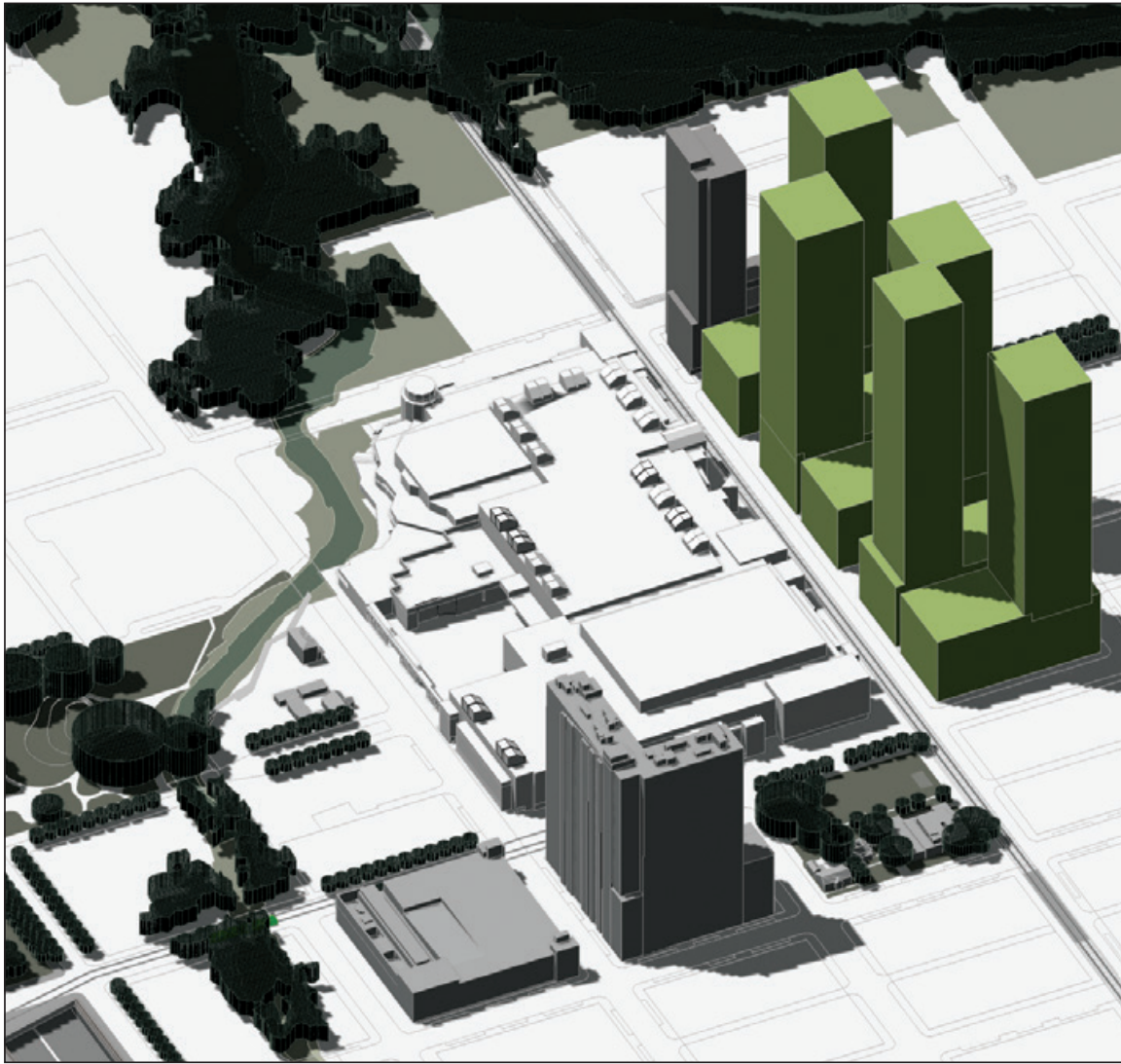
Exhibition Hall Space\_247,000 square feet



- No changes to existing convention center or public infrastructure.
- New Capital Metro lines servicing the district.

SCENARIO\_2

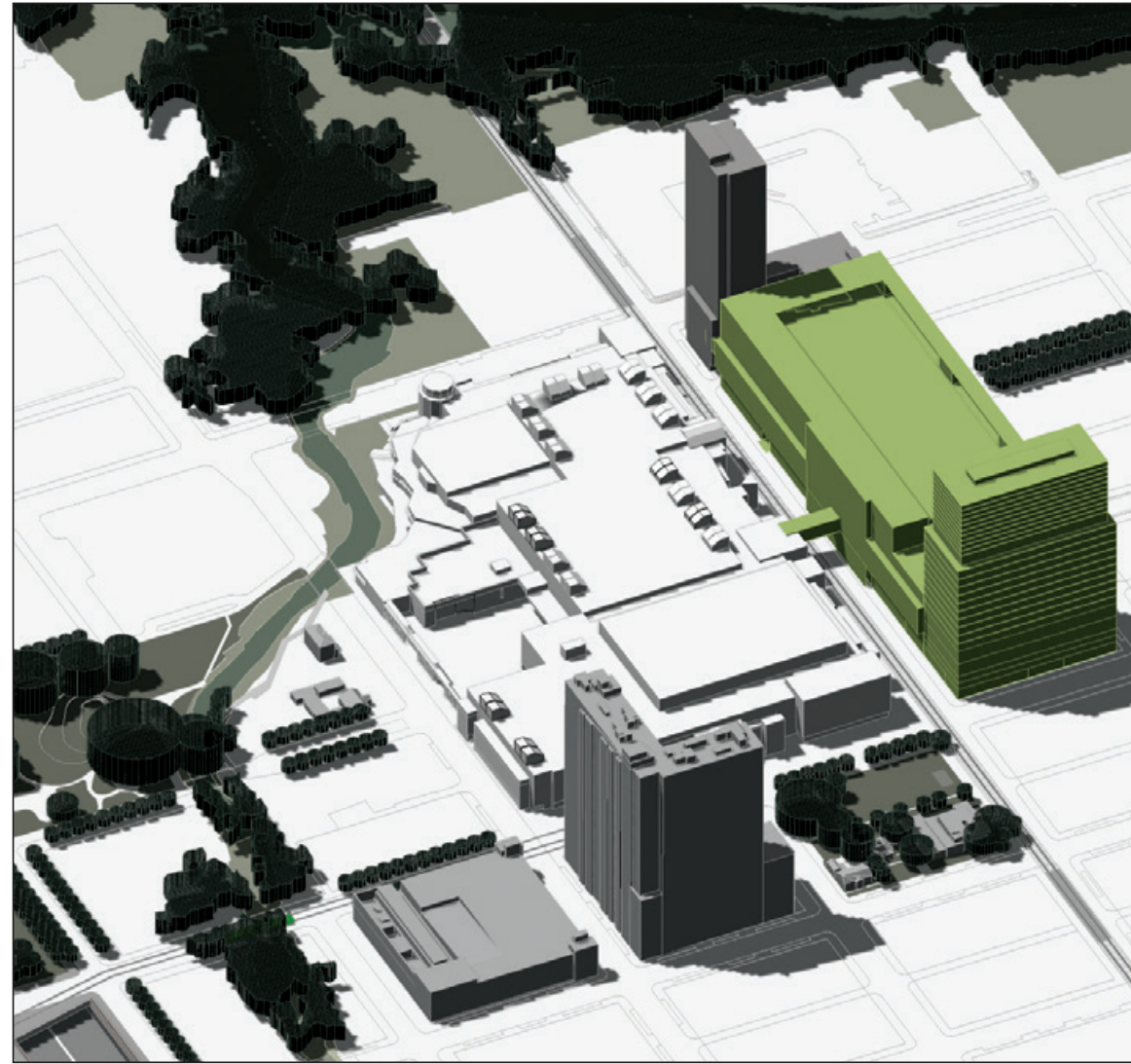
Exhibition Hall Space\_247,000 square feet



- No changes to existing convention center or public infrastructure.
- New Capital Metro lines servicing the district.
- 2 1/2 blocks of projected market-rate development.

SCENARIO\_3

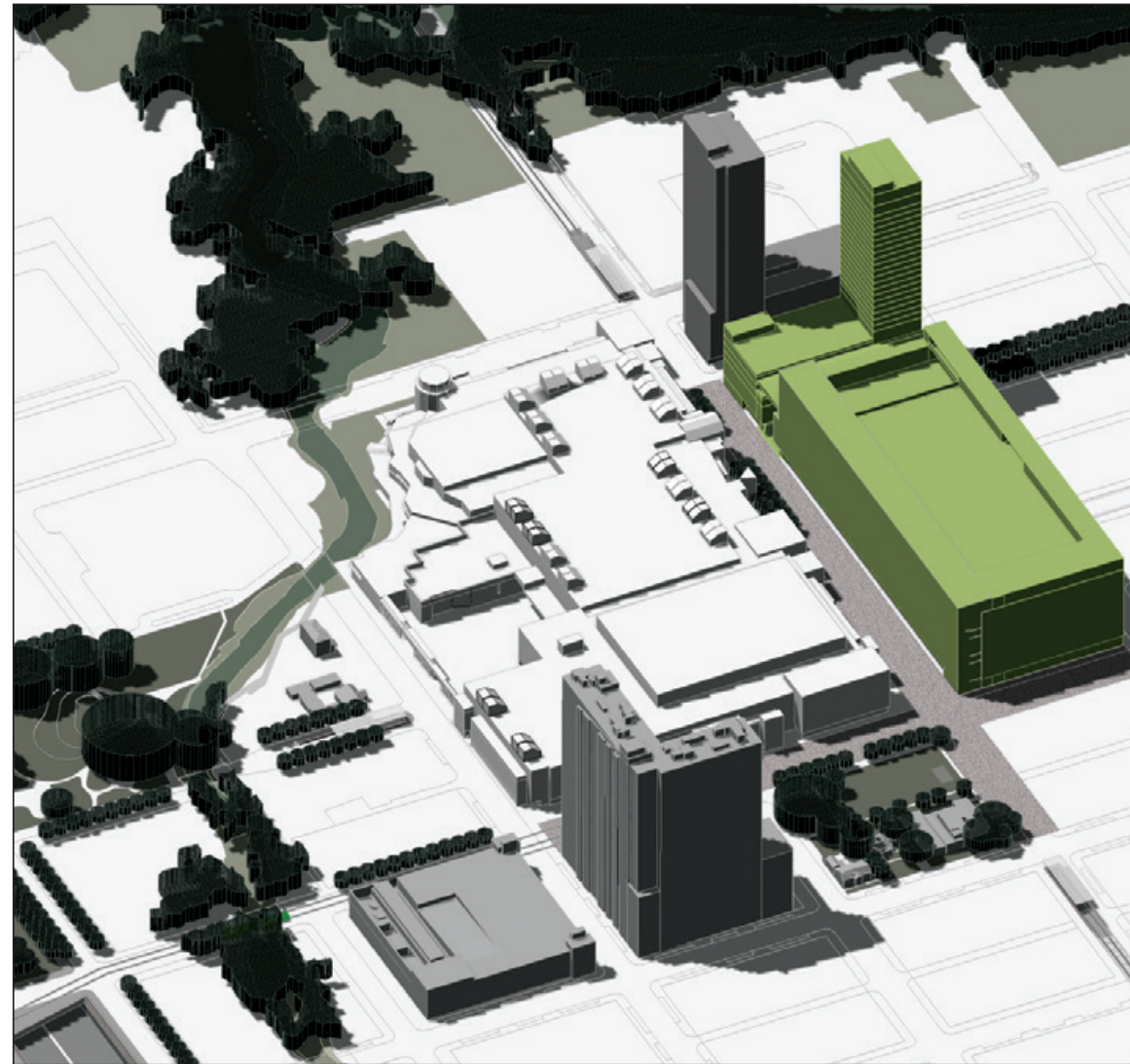
Exhibition Hall Space\_466,000 square feet



- Existing convention center remains in operation during construction.
- Consolidation of western parcels.
- Public-private partnership opportunity.
- Limited retail along Trinity Street.
- Pedestrian paseo at Second Street.
- Below-grade service and parking.
- Semi-public park on roof.

SCENARIO\_4.1

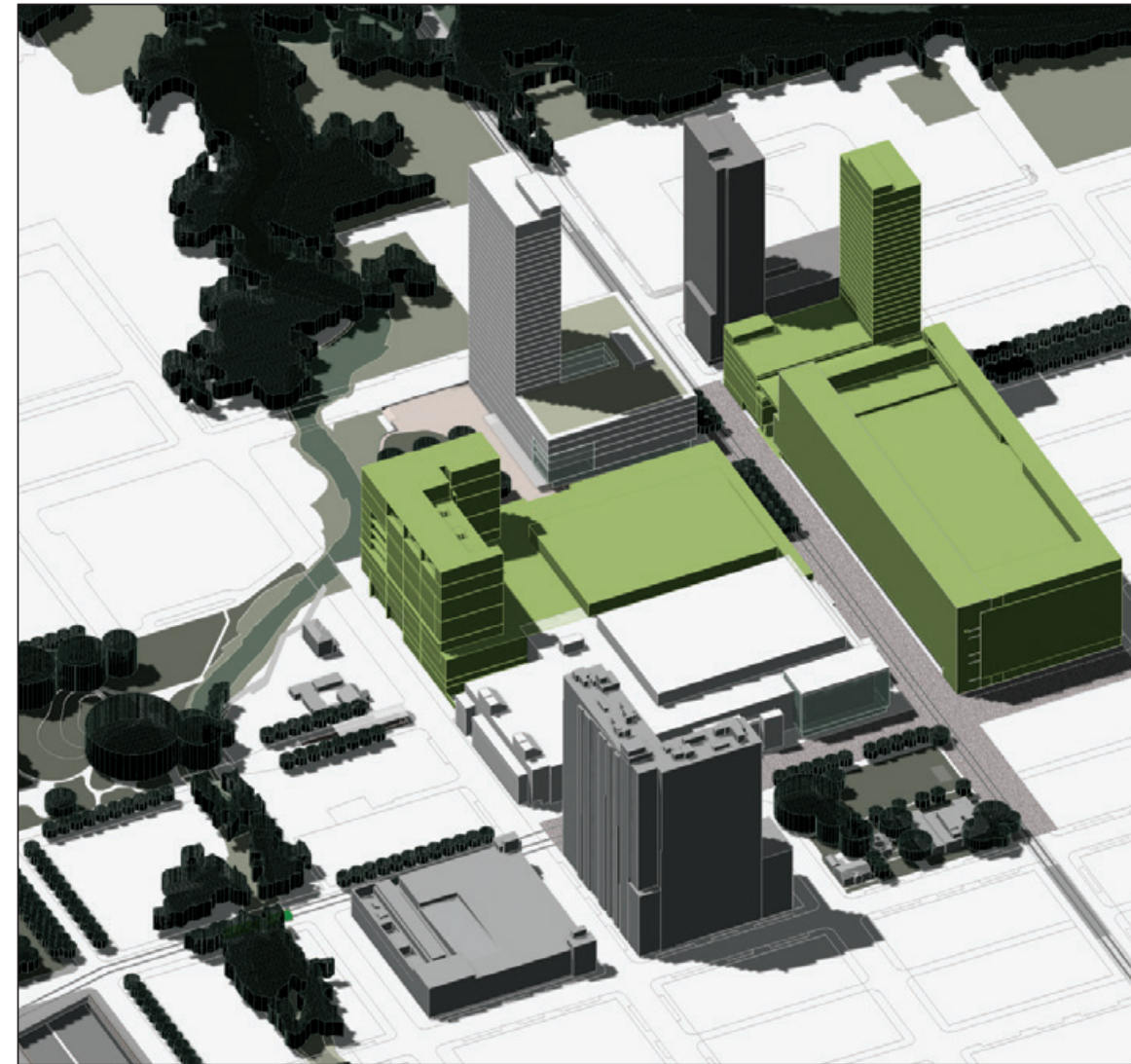
Exhibition Hall Space\_400,000 square feet



- Existing convention center remains in operation during construction
- Public-private partnership opportunity.
- Retail along principal streets.
- Pedestrian galleria at Second Street.
- New festival street at Trinity and Fourth Street.
- Below-grade service and parking.
- Semi-public park on roof

SCENARIO\_4.2

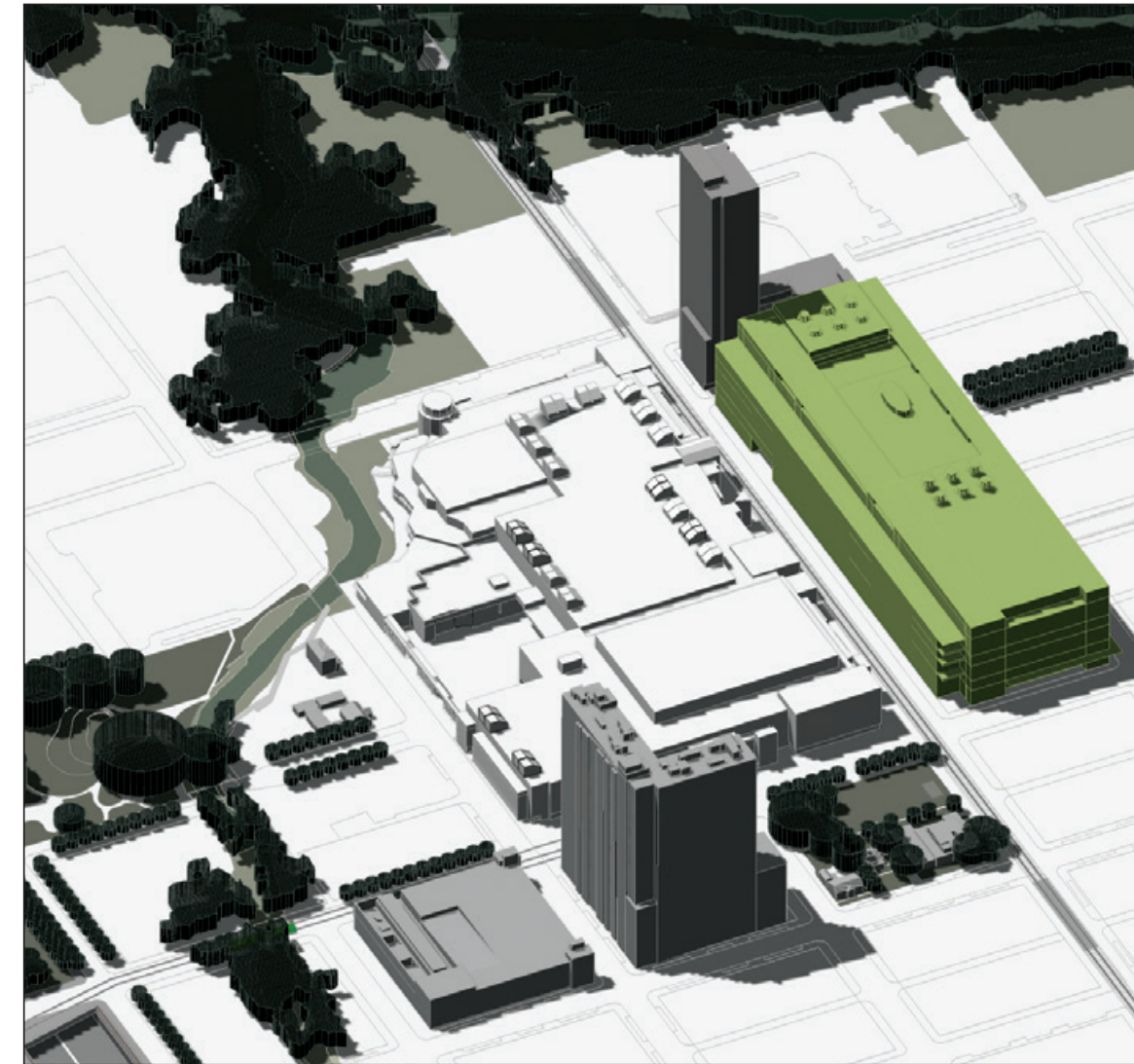
Exhibition Hall Space\_529,000 square feet



- Addition to the existing 2002 portion of the convention center remains.
- Extension of Second Street to Palm Park.
- 1 block for public-private partnership opportunity.
- New festival street at Trinity and Fourth Street.
- New public park at southeast corner.
- Below-grade service and parking.

SCENARIO\_5.1

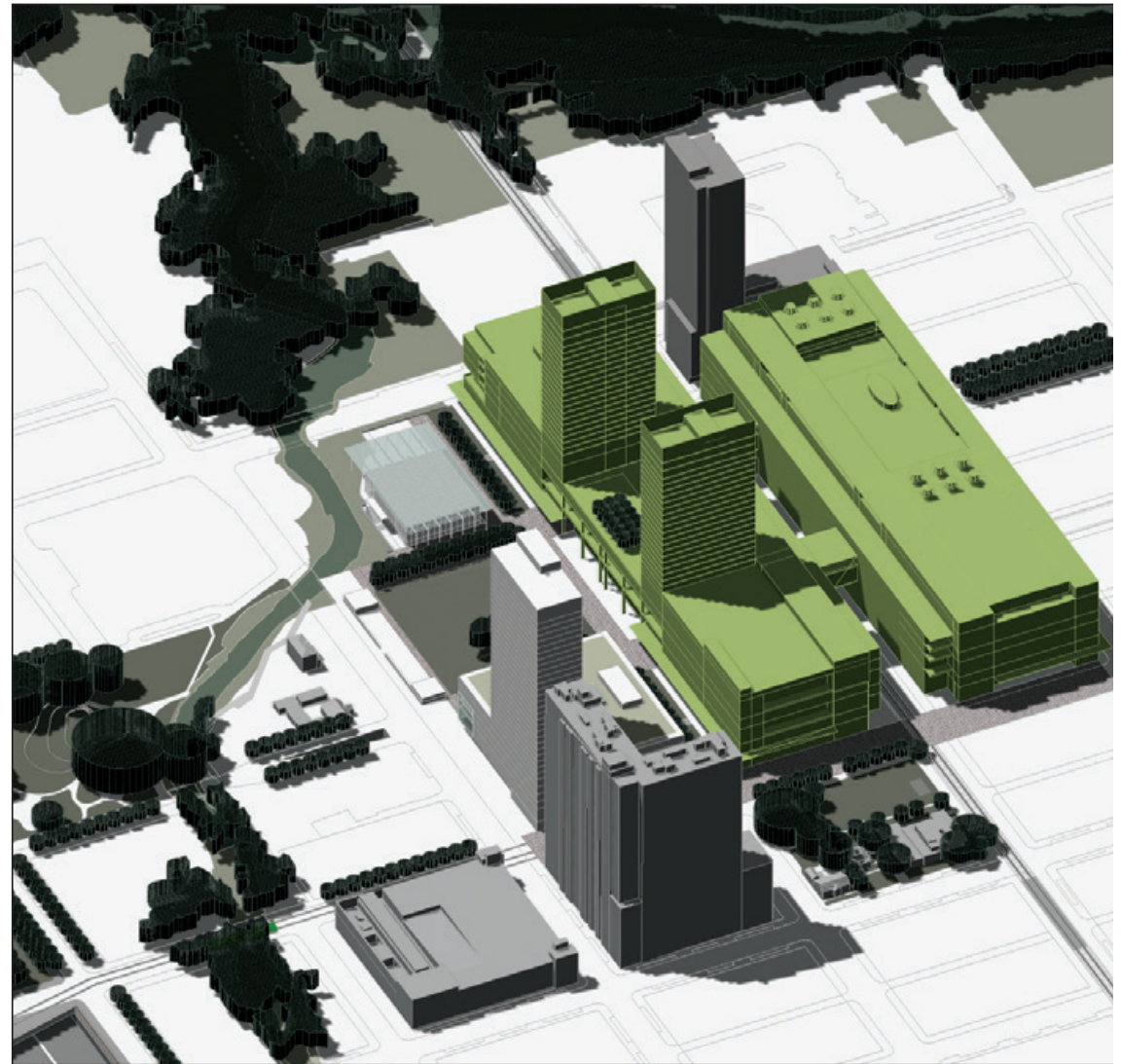
Exhibition Hall Space\_507,000 square feet



- Existing convention center remains in operation during construction.
- Consolidation of Western Parcels into one large parcel.
- Pedestrian extension to Second and Third Street.
- Retail along principal streets.
- Below-grade service and parking.
- Semi-public park on roof

SCENARIO\_5.2

Exhibition Hall Space\_414,000 square feet



- New pedestrian promenade at Neches Street.
- Convention center has new orientation toward the Waller Creek Corridor.
- 1 block for new public event space.
- 1 block for public-private partnership opportunity..
- New public pavilion on the park.
- Below-grade service and parking.

FINANCIAL DATA\_

SC\_1

SC\_2

SC\_3

SC\_4.1

SC\_4.2

SC\_5.1

SC\_5.2

NET INCREASE IN LEASABLE CONVENTION CENTER SPACE  
OVER STATUS QUO  
(SQUARE FEET, ROUNDED TO NEAREST THOUSAND)

0

0

360,000

273,000

165,000

545,000

515,000

DEVELOPMENT COST OF NEW CONVENTION CENTER FACILITIES  
(MILLIONS OF US DOLLARS\_TO THE NEAREST \$5 MILLION)\*

0

0

535

450

950\*\*

725

1,150\*\*\*

VALUE OF COMPLETED PRIVATE DEVELOPMENT  
(MILLIONS OF US DOLLARS\_TO THE NEAREST \$5 MILLION)

75

1,000

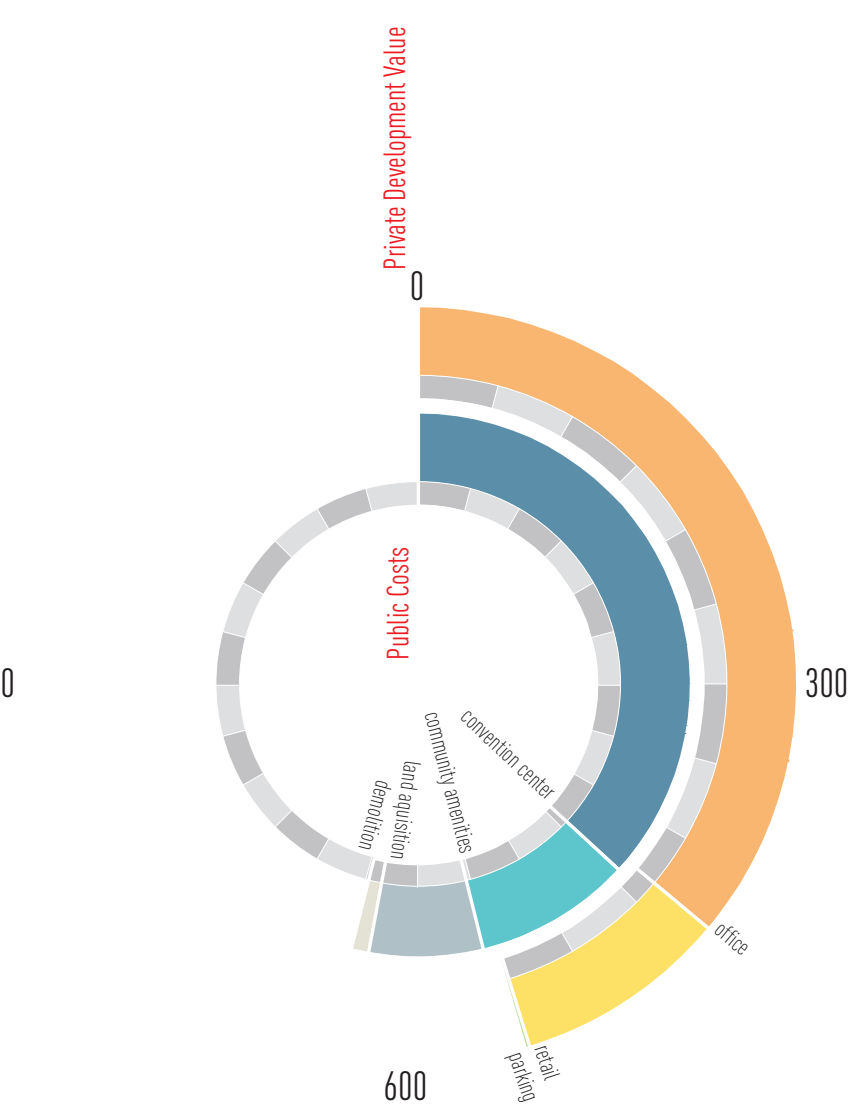
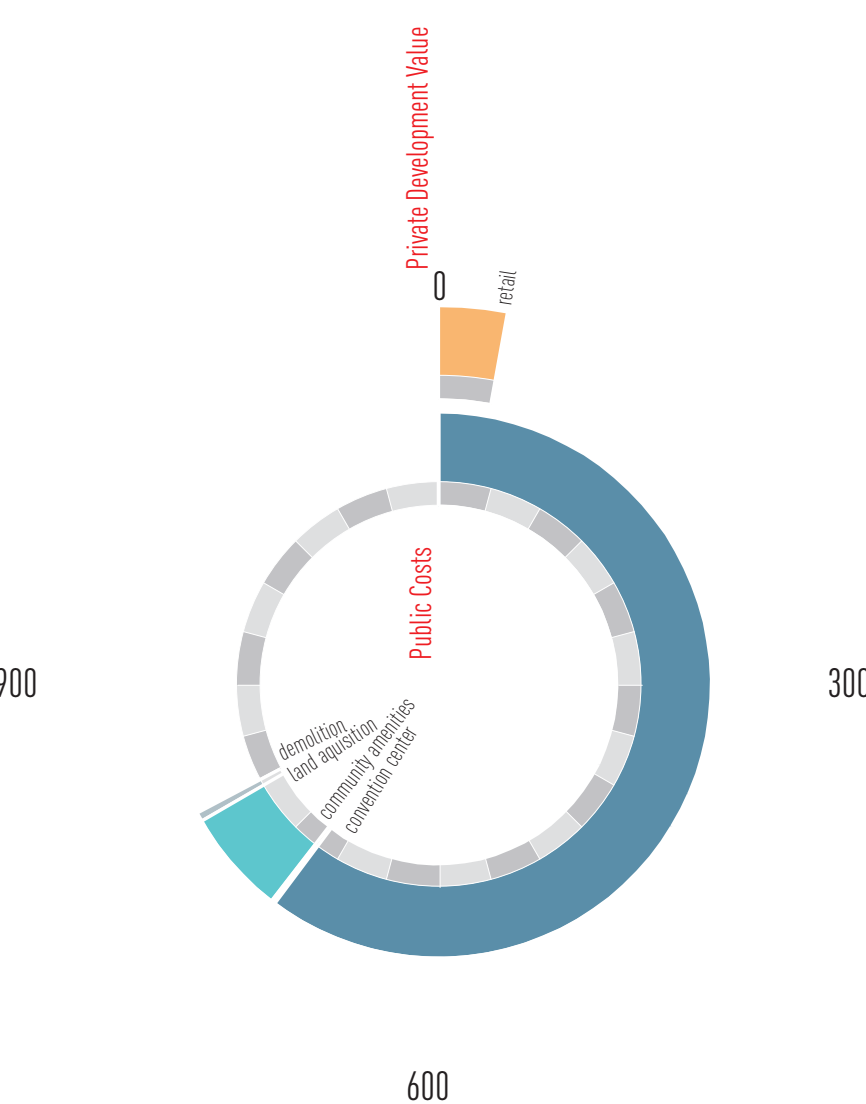
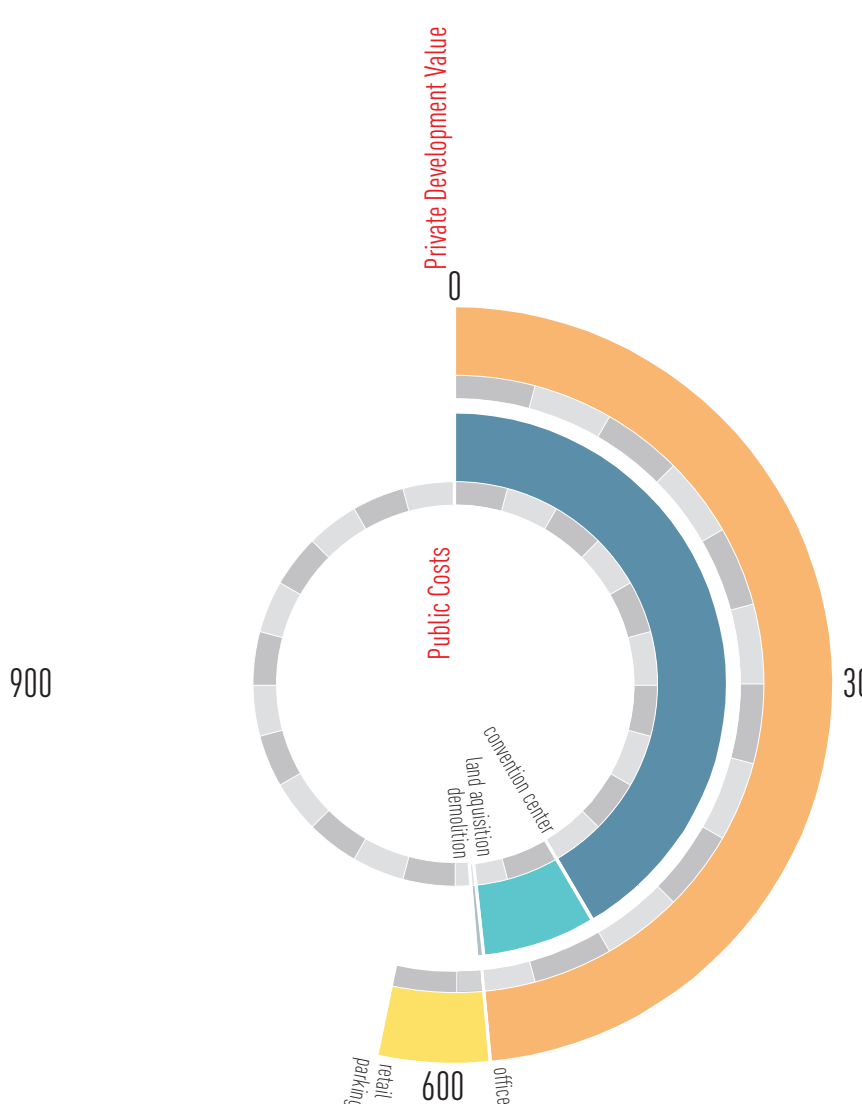
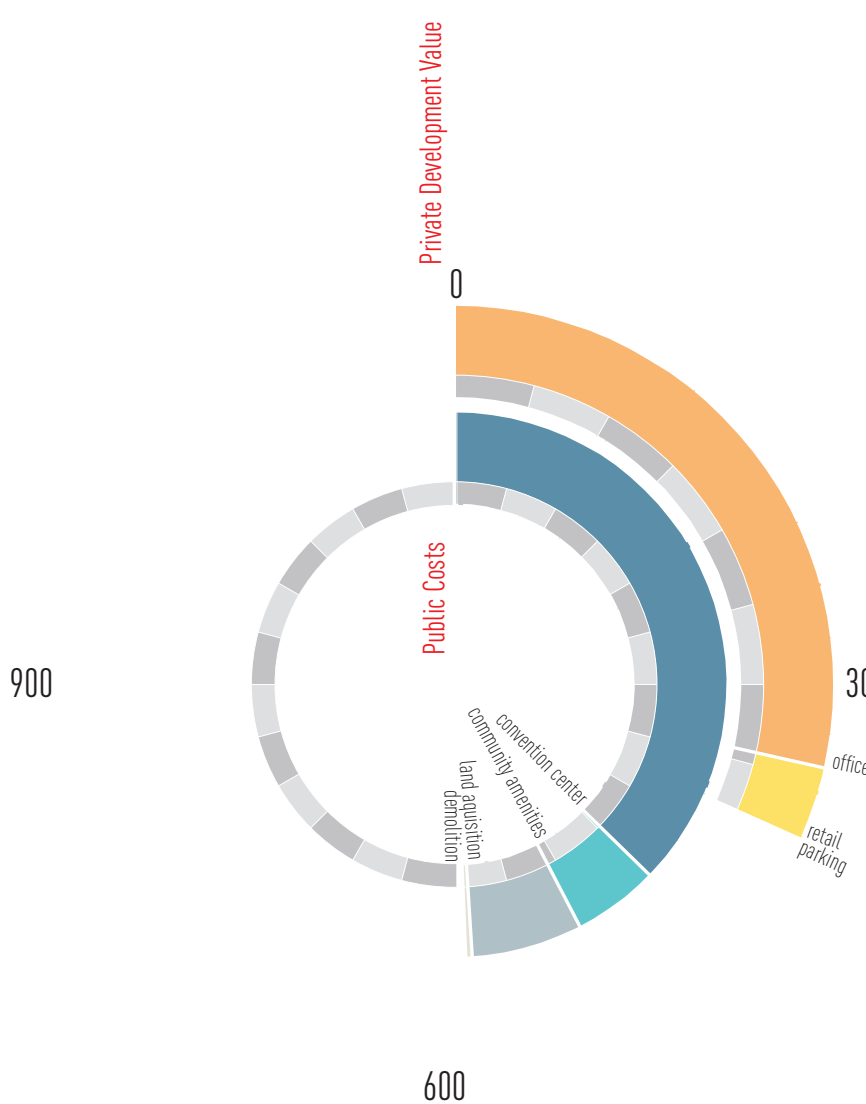
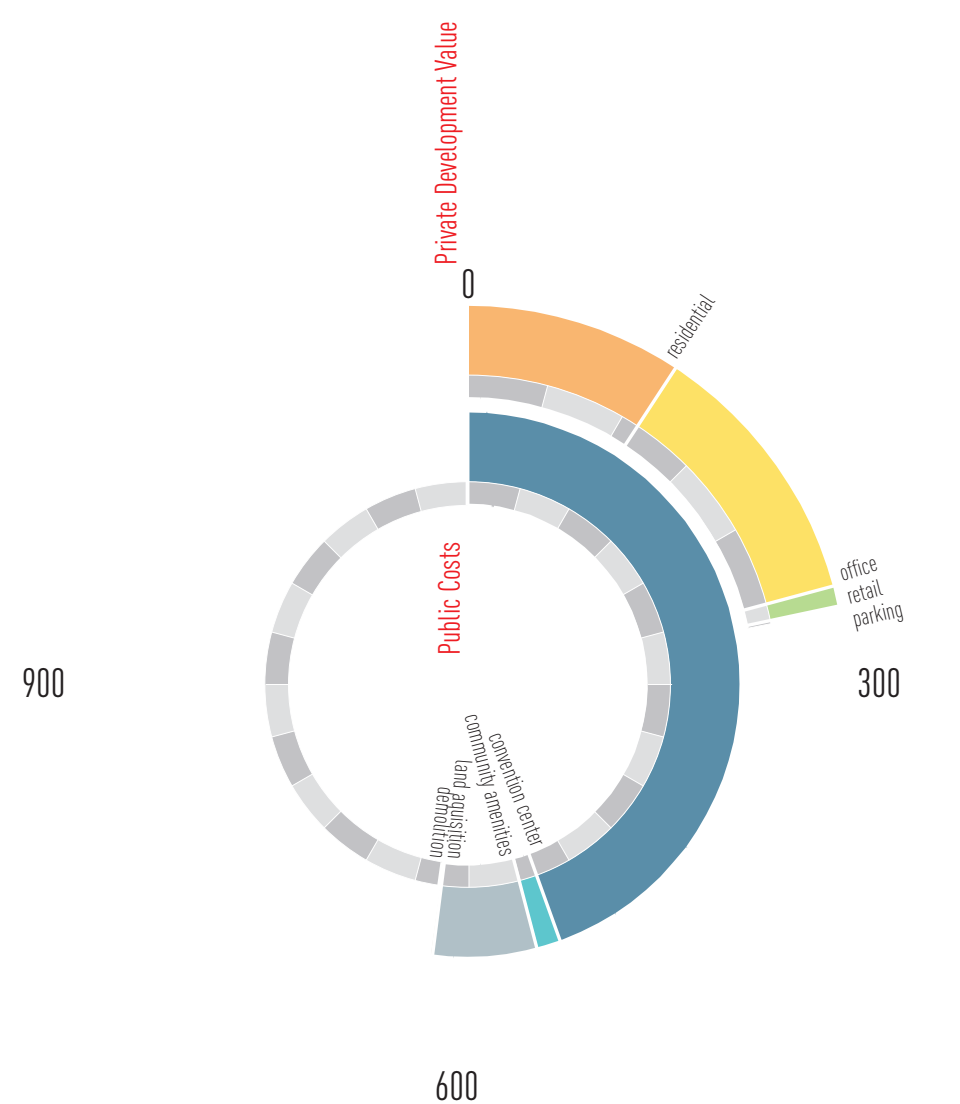
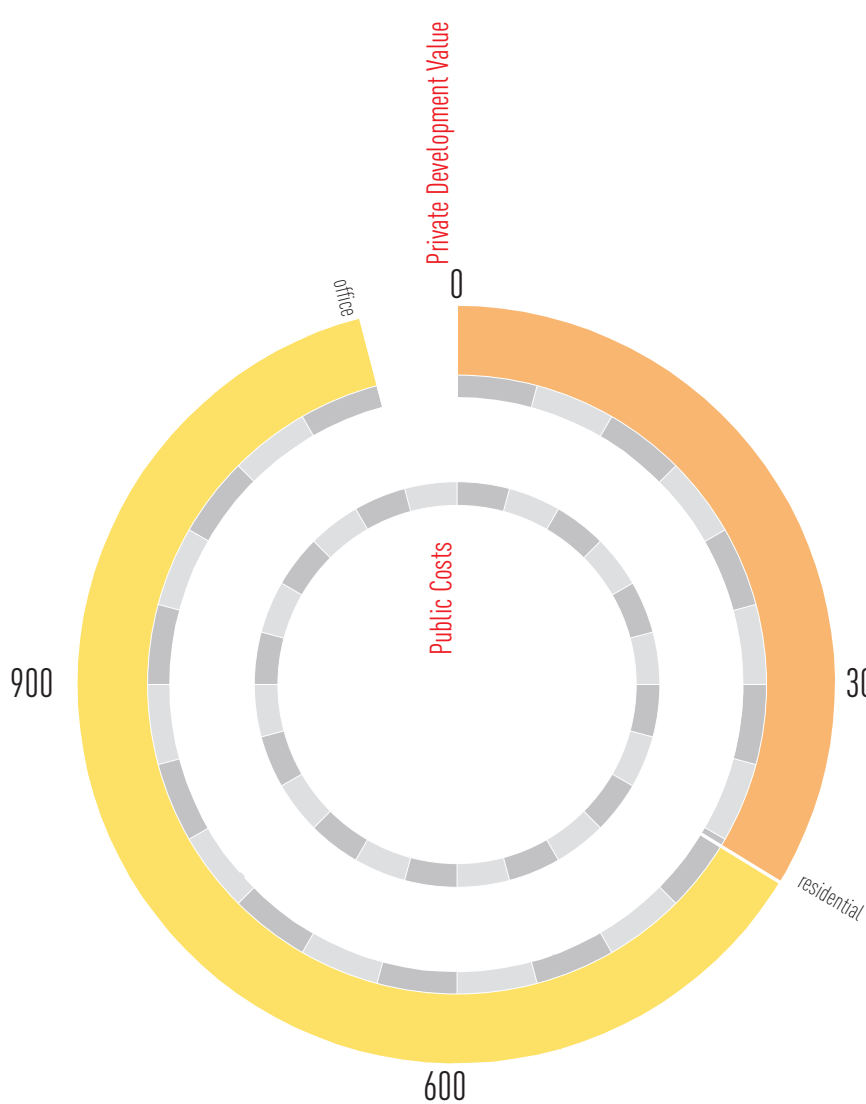
230

340

570\*\*

30

485\*\*\*





ECONOMIC CONSIDERATIONS\_

Analysis of Increased Attendance

Base CaseUpside CaseDownside Case

Attendance assumptions

Increase in annual attendance over status quo	200,000	500,000	50,000
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Increase in annual attendance over status quo (%)	40%	100%	10%
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- Business Travelers



- Business Travelers
- Filling the Midweek Gap



- Business Travelers
- Filling the Midweek Gap
- Hospitality Employment



ECONOMIC CONSIDERATIONS\_

Analysis of Increased Attendance

	Base Case	Upside Case	Downside Case
<i>Attendance assumptions</i>			
Increase in annual attendance over status quo	200,000	500,000	50,000
Increase in annual attendance over status quo (%)	40%	100%	10%

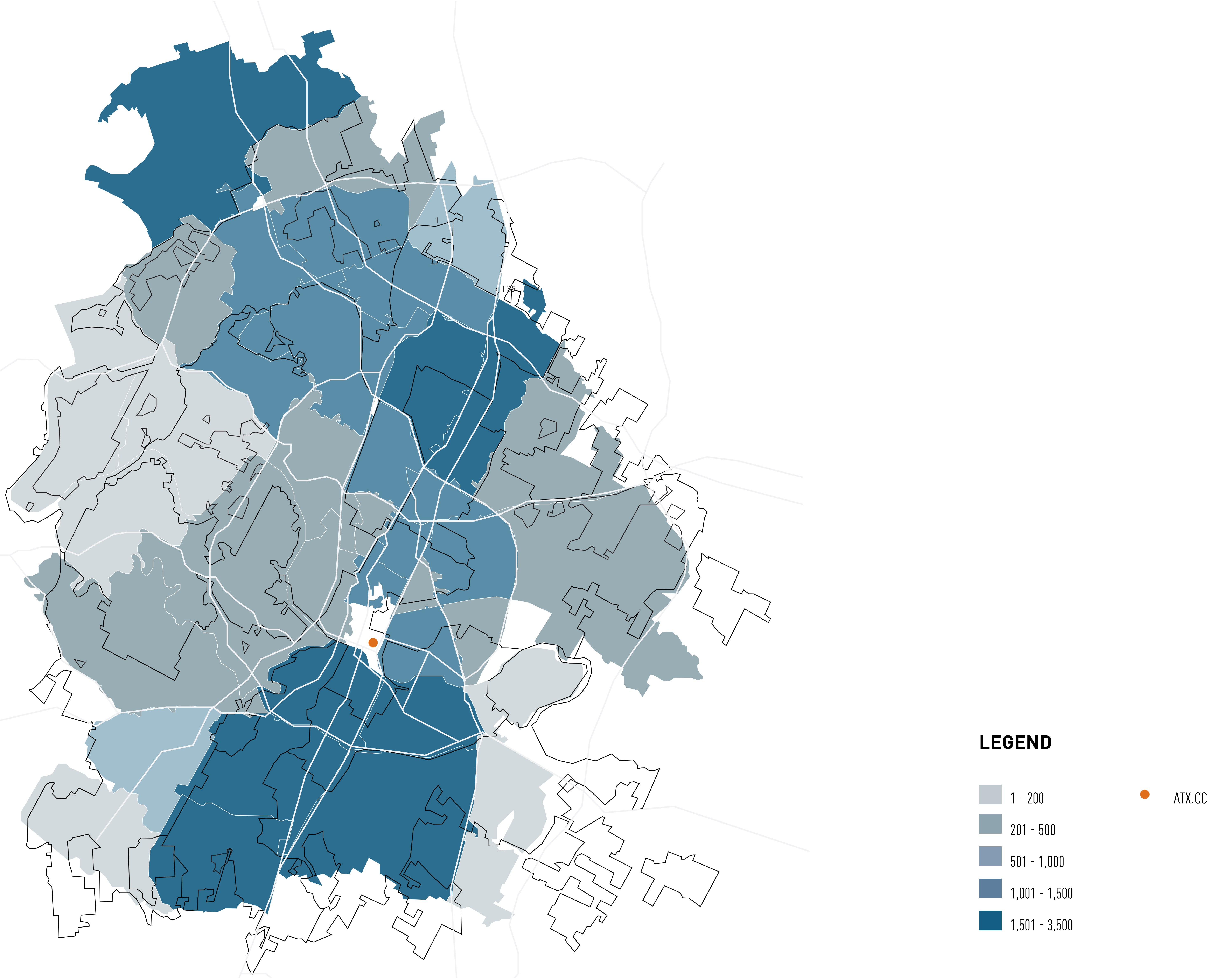
Full-time equivalent jobs supported per year*	355	954	70
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*\*Includes indirect and induced effects.*



ECONOMIC CONSIDERATIONS\_

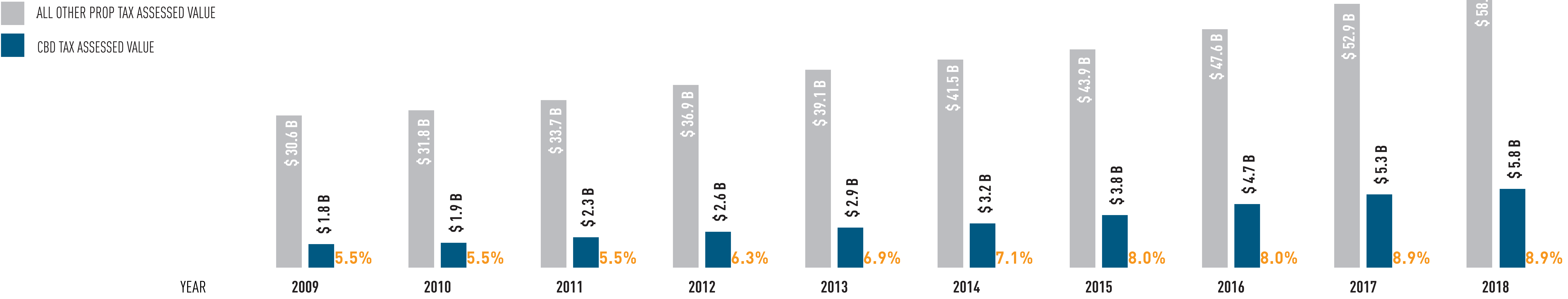
COUNT OF SUBSET OF AUSTIN HOSPITALITY WORKERS\_BY ZIP CODE





ECONOMIC CONSIDERATIONS

GROWTH OF CBD AND ALL OTHER PROP TAX ASSESSED VALUE





## Financing Convention Center Expansions with Hotel Occupancy Taxes (HOT)

- A convention center expansion could be paid for with City of Austin HOT taxes
- City HOT tax revenue could be pledged to support a bond issue, and the proceeds from the bond issue could be used to pay construction costs and cover any estimated operating deficit incurred by the convention center



## Texas State Tax Code: Chapter 351, Subchapter B, Sec. 351.101, “Use of Tax Revenue”

- “(a) Revenue from the municipal hotel occupancy tax may be used only to promote tourism and the convention and hotel industry”
- “(b) Revenue derived from the tax authorized by this chapter shall be expended in a manner directly enhancing and promoting tourism and the convention and hotel industry as permitted by section (a). That revenue may not be used for the general revenue purpose or general governmental operations of a municipality.”



## Expanding the convention center provides a way to spend more on local arts and historic preservation

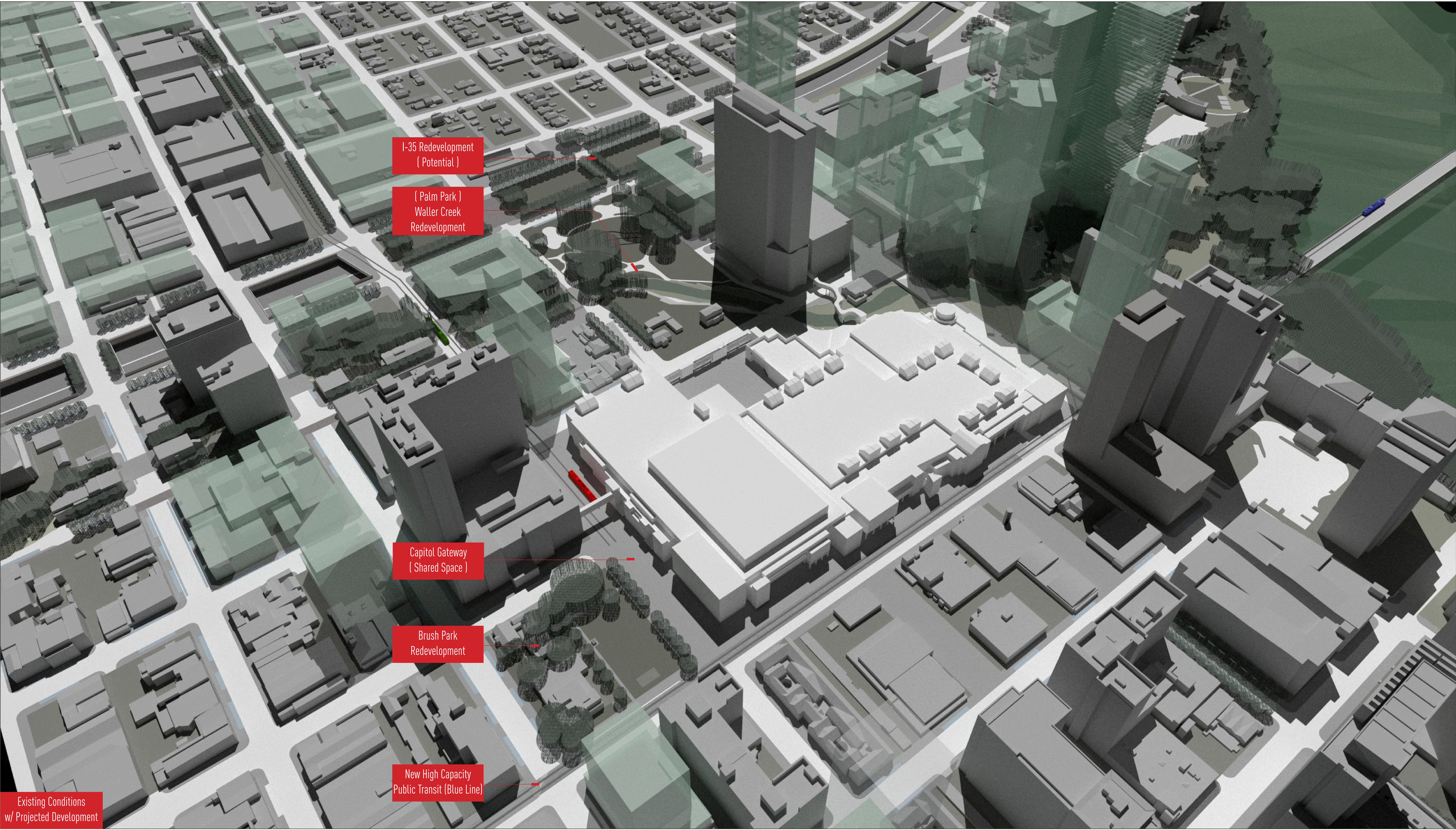
- Sec. 351.1065 provides for an additional 2% hotel occupancy tax to support “the construction of an expansion of an existing convention center facility”
- The City of Austin’s allocation to arts and historic preservation could also increase incrementally as a result of the increase in it’s HOT assessment under chapter 351



## Financing convention center expansions with HOT

- Convention center expansions can be funded with the HOT tax; convention center expansion construction costs are not paid from the city's general funds
- The HOT tax funding option provides funding from hotels for **public benefit**



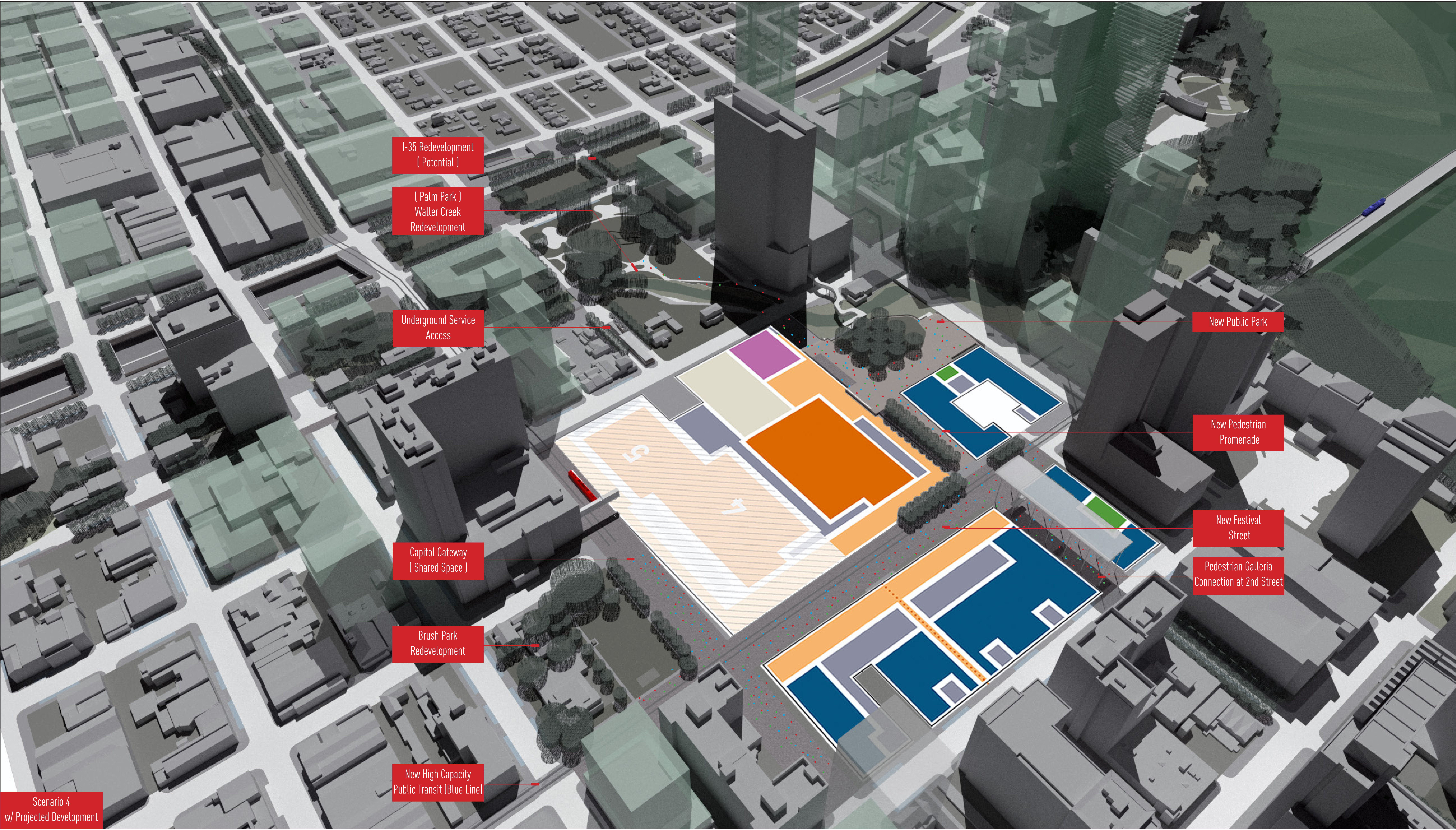


Existing Conditions  
w/ Projected Development



The University of Texas at Austin  
Center for Sustainable Development  
School of Architecture





I-35 Redevelopment  
( Potential )

( Palm Park )  
Waller Creek  
Redevelopment

Underground Service  
Access

New Public Park

New Pedestrian  
Promenade

New Festival  
Street

Pedestrian Galleria  
Connection at 2nd Street

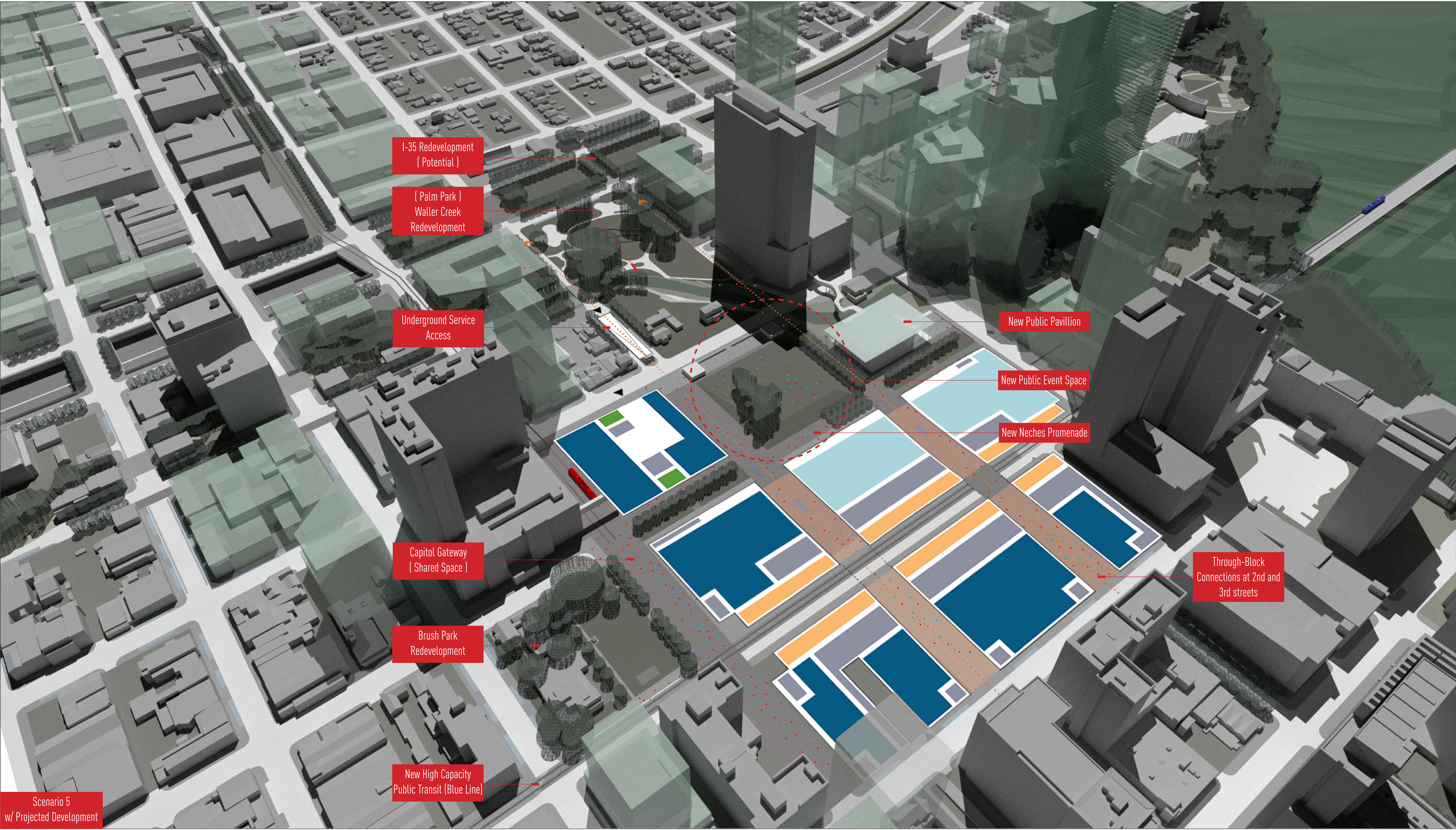
Capitol Gateway  
( Shared Space )

Brush Park  
Redevelopment

New High Capacity  
Public Transit (Blue Line)

Scenario 4  
w/ Projected Development





Scenario 5  
w/ Projected Development





[www.soa.utexas/csd](http://www.soa.utexas/csd)

# FRAMEWORKS FOR PLACEMAKING — ALTERNATIVE FUTURES FOR THE AUSTIN CONVENTION CENTER